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# TRIBECA X

## TRIBECA X ANNOUNCES PRELIMINARY 2026 SPEAKER LINEUP

*Cedric the Entertainer, Ted Danson, Brooklyn Peltz Beckham, Dhar Mann, K-Pop Demon Hunters Writers Danya Jimenez and Hannah McMechan, Planned Parenthood CEO Alexis McGill Johnson, Public Opinion's Gus Wenner and Jack Coyne, and more to appear at June 8–9 Event in NYC*

Extended Submissions Deadline April 8: <https://tribecafilm.com/tribecax/awards>

Tribeca X Passes for June 8–9 Event on Sale Now: <https://tribecafilm.com/festival/tickets>

A graphic titled "2026 TRIBECA X SPEAKER LINEUP" with the subtitle "JUNE 8–9 | THE TRIBECA FESTIVAL HUB AT SPRING STUDIOS". It features ten speaker cards arranged in two rows of five. Each card includes a headshot, the speaker's name, and their title and associated brand or organization.

Speaker	Title	Brand/Organization
Alexis McGill Johnson	President and CEO	Planned Parenthood
Brooklyn Peltz Beckham	Founder	CLOUD 23
Cedric the Entertainer	Partner, AC BBQ Founder, Setta Wines	
Michelle Khare	Creator and Host	500
Dhar Mann	Founder	Dhar Mann
Elizabeth Rutledge	CMO	AMERICAN EXPRESS
Jo Cronk	Co-CEO	whalar
Ted Danson	Actor, Philanthropist, & Podcast Host	
Clinton Kelly	Award-Winning TV Personality & Author, Co-Host Chewed Up	
Michael Symon	Chef & Restaurateur, Co-Host Chewed Up	

**New York, NY, March 24, 2026** – Tribeca X, the Tribeca Festival’s flagship program for brand-driven storytelling, today unveiled a preview of its 2026 speaker lineup. Taking place June 8–9 at Spring Studios, the Festival’s hub in New York City, Tribeca X convenes leading voices from entertainment and marketing for two full days of premiere screenings, conversations, and cross-industry networking. The 2026 Tribeca Festival is presented by OKX.

Each year during the Tribeca Festival, Tribeca X brings brand-supported work into the heart of one of New York’s most coveted cultural moments, showcasing it alongside independent film and original storytelling. The program culminates with the **Tribeca X Awards**, which honor the most innovative and impactful brand storytelling across film, series, podcasts, social, and

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traditional commercial work. Submissions for the 2026 Tribeca X Awards are open through April 8.

This year's speaker lineup represents a dynamic cross-section of creators, executives, and cultural leaders shaping the future of entertainment, marketing, and storytelling. Participants include:

- **Cedric the Entertainer**, Partner, AC BBQ and Founder, Setta Wines
- **Ted Danson**, Actor, Philanthropist, & Podcast Host
- **Elizabeth Rutledge**, CMO of American Express
- **Jo Cronk**, Co-CEO, Whalar
- **Brooklyn Peltz Beckham**, Founder of Cloud23
- **Danya Jimenez** and **Hannah McMechan**, the screenwriting duo behind Netflix's *K-Pop Demon Hunters*
- **Michael Symon**, Chef, Restaurateur, and Co-Host of *Chewed Up*
- **Clinton Kelly**, TV Personality, Best-Selling Author, and Co-Host of *Chewed Up*
- **Alexis McGill Johnson**, President & CEO of Planned Parenthood Federation of America
- **Dhar Mann**, Founder of Dhar Mann Studios and one of the world's most influential storytellers
- **Sean Atkins**, CEO of Dhar Mann Studios
- **Aaron Sisto**, Co-Founder and CEO at Chronicle Studios
- **Carlos Zepeda**, SVP, Strategy and Marketing Capability, Moët Hennessy USA
- **Taylor Rooks**, two-time Emmy Award-Nominated Journalist and Host of NBA on Prime
- **Aurora James**, Founder of Brother Vellies and the Fifteen Percent Pledge
- **Yancey Strickler**, Co-Founder of Kickstarter, Metalabel, and Dark Forest OS
- **Gus Wenner**, former Rolling Stone CEO and Executive Chairman of Public Opinion
- **Jack Coyne**, CEO & Co-Founder of Public Opinion and host of *Track Star*
- **Christina Miller**, CEO of Spin Master
- **Phil Cook**, CMO of the WNBA
- **Keia Clarke**, CEO of the New York Liberty
- **Rachel Epstein**, VP of Sports Marketing at ESPN
- **Marc Gilbar**, President of Brands, IP & Partnerships at Imagine Entertainment
- **Michelle Khare**, Creator and Host of *Challenge Accepted*
- **Kathi Chandler-Payatt**, Head of Content Acquisition for LG Channels
- **Nicholas Panagopulos**, President & Executive Producer, Simple Alien Inc.

"Tribeca X is a unique gathering that could only happen here, under the Tribeca umbrella and in the heart of New York City," said **Rebecca Glashow, CEO of Tribeca Enterprises**. "Tribeca has always lived at the intersection of storytelling, culture, and creativity, and Tribeca X brings that spirit into the world of brand storytelling. We're excited to bring together these extraordinary artists, creators, and innovators downtown in the global home of both advertising and independent film, creating a powerful space to help push the industry forward."

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The 2026 Tribeca X Awards Jury includes **Daniel Cherry III** (Global CMO, Vans), **Juliana Cobb** (Chief Creative Officer, 72andSunny New York), and **Lena Waithe** (Emmy-Winning Writer, Producer, and Founder of Hillman Grad). The audio jurors include: **Giancarlo Bizzarro** (Vice President of Sales, Crooked Media), **Carrie Brody** (VP, Business Development at Higher Ground), and **Stuart Sevier** (President & Co-Founder at The Independent Media Initiative).

Tribeca X recently announced the formation of the inaugural [Tribeca X Advisory Council](#), a new collective of industry leaders from entertainment, marketing, and business who will help shape the future of Tribeca X. Members include: **Craig Brommers** (CMO, American Eagle), **Rebecca Covington** (Senior Director of Creative Production, DICK'S Sporting Goods), **Jo Cronk** (Co-CEO, Whalar), **David Fortune** (Filmmaker), **Nicolas Heller** (New York Nico), **Julian Jacobs** (Head of UTA New York & Co-Head of Entertainment Marketing, UTA), **Lara Krug** (CMO, Kansas City Chiefs), **Suzanne Lindbergh** (Global Head of Social Media and Influencer, Intuit), **Haider Rafique** (Global Managing Partner and Chief Marketing Officer, OKX), **God-is Rivera** (Chief Strategy Officer, Burrell Communications), **Matthew Scheckner** (Founder, Windsor Park Entertainment), and **Ariana Stolarz** (Global Chief Strategy Officer, Accenture Song).

**Below is a preview of conversations and programming planned for the 2026 Tribeca X event:**

**Christina Miller**, CEO of Spin Master, on building brand universes through cross-platform storytelling—from PAW Patrol's theatrical success to Spin Master's original film development and approach to creating ecosystems that extend beyond screens.

**Elizabeth Rutledge**, CMO of American Express, explores how the brand is evolving into a cultural access platform, redefining what “premium” means to younger generations through sports, music, and live experiences.

**Ted Danson**, Emmy Award-winning actor and host of SiriusXM's *Where Everybody Knows Your Name*, on the intersection of storytelling, conversation, and connection—exploring how the podcast medium creates intimacy and authenticity in an era of premium audio content. Session details to be announced.

**Yancey Strickler**, Co-Founder of Kickstarter, Metalabel, and Dark Forest OS, **Gus Wenner**, former Rolling Stone CEO and Executive Chairman of Public Opinion, and **Jack Coyne**, CEO and Co-Founder of Public Opinion and host of *Track Star*, on building the infrastructure creators need to own their work and build sustainable businesses—from legal frameworks to brand partnerships that enable rather than exploit.

**Michelle Khare**, Creator and Host of *Challenge Accepted*, on the business of being yourself—how she transformed her channel into a full in-house production company and approaches brand partnerships as true creative collaborations.

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**Taylor Rooks**, two-time Emmy Award-Nominated Journalist and Host of *NBA on Prime*, in conversation with **Aurora James**, Founder of Brother Vellies and the Fifteen Percent Pledge, at the intersection of sports storytelling, fashion influence, and social impact—exploring how they're building equity and access through Taylor's foundation (*The Taylor Rooks Foundation*) and Aurora's advocacy for Black-owned businesses.

**Michael Symon** (Chef and Restaurateur) and **Clinton Kelly** (TV personality and Best-Selling Author), co-hosts of *Chewed Up*, joined by **Nicholas Panagopoulos**, President & Executive Producer, Simple Alien Inc., and **Kathi Chandler-Payatt**, Head of Content Acquisition for LG Channels, discuss how creators are building new media empires by pivoting from linear TV to owned platforms—and why brands benefit from authentic, long-term creator partnerships.

**Brooklyn Peltz Beckham**, Founder of Cloud23, shares his journey from passion to product, exploring how authenticity and emotion became the foundation for building an international culinary brand through design, storytelling, and both industry & cultural partnerships.

**Danya Jimenez and Hannah McMechan**, the screenwriting duo behind Netflix's *K-Pop Demon Hunters*—the platform's most-watched film of all time—on how intentional, authentic writing creates stories that scale globally and why the writer's voice is the foundation of any successful IP.

**Alexis McGill Johnson**, President & CEO of Planned Parenthood Federation of America, on using storytelling as a brand and mission tool—showing up in culturally relevant spaces like NBA All-Star Weekend and Fashion Week, normalizing reproductive health in digital spaces, and shifting narratives and reducing stigma in entertainment.

**Phil Cook**, CMO of the WNBA, **Keia Clarke**, CEO of the New York Liberty, and **Rachel Epstein**, VP of Sports Marketing at ESPN, exploring the evolution and future of women's sports marketing—going beyond surface-level growth narratives to reveal the strategic thinking behind investment, ecosystem development, and cultural momentum.

**Dhar Mann** (Forbes #2 Top Creator 2025, TIME100 Creator), Founder of Dhar Mann Studios and one of the world's most influential storytellers, alongside CEO **Sean Atkins**, discuss how Dhar Mann Studios is pioneering and scaling a new model of entertainment built around direct audience relationships, uplifting content and experiences, and strategic partnerships that are reshaping the industry.

**Marc Gilbar**, President of Imagine Brands, IP & Partnerships, alongside representatives from DICK's Sporting Goods' Cookie Jar & A Dream Studios and Fox Sports discuss extending sports sponsorships into entertainment wins through projects like their new US World Cup documentary *Summer of '94*.

**OKX** will convene a discussion with industry leaders examining the current state of crypto and digital assets, and how blockchain technology is influencing innovation across media, entertainment, and global markets. The conversation comes at a time of significant momentum

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for OKX, including a recently announced strategic partnership and investment from Intercontinental Exchange (ICE), the parent company of the New York Stock Exchange, underscoring growing collaboration between traditional financial markets and digital asset platforms. Speakers to be announced.

**McDonald's**, Behind every counter and at every table at McDonald's, there's a story. McDonald's is bringing those fan, Crew, and community stories into view, using documentary storytelling to surface the everyday moments that become extraordinary and reveal the potential that exists in America's Dining Room. Speakers to be announced.

**Lavazza**, the iconic Italian coffee brand, on innovation as craft—exploring how legacy brands can disrupt the very categories they defined through creative collaboration, bold storytelling, and a commitment to leading what comes next. Speakers to be announced.

**NFL Films**, celebrating 60 years of defining sports storytelling, on how they invented the visual and narrative language of sports media—from cinematic slow-motion and mic'd up moments to all-access series like *Hard Knocks*, *Quarterback* and *WWE: Unreal*—and what's next for the genre they pioneered. Speakers to be announced.

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### **About Tribeca X**

Tribeca X is the leading platform and community for celebrating brand-supported storytelling that prioritizes narrative excellence and cultural resonance. Rooted in Tribeca's legacy of creative curation, Tribeca X convenes filmmakers, creators, brand leaders, and business visionaries at the intersection of culture and commerce. Through its annual program during the Tribeca Festival and year-round events, Tribeca X showcases bold collaborations and honors projects made possible by brands and powered by artists.

### **2026 Tribeca X Partners**

The 2026 Tribeca Festival is presented by OKX. Thank you to our Tribeca X partners: Chronicle Studios, DIRECTV, Lavazza, McDonald's, The ADVERTISING Club of New York, The Ankler, The Wall Street Journal, Tubefilter, Variety, and Whalar.

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