

LEN BURNETT

ABOUT

Leonard E. Burnett, Jr. is a media entrepreneur, publisher and brand strategist with more than 30 years of experience building platforms at the intersection of culture, media, advertising and entertainment.

Burnett is the co-founder and chief revenue officer of HERO Media, an artificial-intelligence-driven media and technology company that helps brands reach diverse and culturally influential audiences at scale.

He is also the co-founder of UPTOWN Media Ventures and UPTOWN Magazine – a prominent digital and print publication that focuses on the luxury lifestyle of affluent and influential urban consumers. Burnett is also the co-founder of Homestead Entertainment – a film distribution and streaming company focused on multicultural content.

Throughout his career, Burnett has worked with major brands, agencies, creators and entertainment companies to develop campaigns, content, events and media partnerships that connect authentically with consumers.

He is also the co-author of “Black Is the New Green,” which explores the influence and economic power of the African American consumer market.

