BIOGRAPHY

JIMMY DONALDSON (aka MRBEAST)

Guest Shark on ABC's "Shark Tank"

Jimmy Donaldson is the creator of the YouTube channel MrBeast, which is the most subscribed channel globally with over 500 million subscribers. Across all social platforms, he has over 1.1 billion followers and generates 6 billion impressions per month. He engages a global audience through viral challenges and charitable giveaways. His company, Beast Industries, manages a portfolio that includes the snack brand Feastables and Amazon Prime Video's most-watched unscripted series, "Beast Games," which is now in production for its third season.

Since launching his YouTube channel at 13 in 2012, Donaldson has built a platform spanning large-scale philanthropy and business. His global campaigns — #TeamTrees, #TeamSeas and #TeamWater — have raised over $100 million combined for reforestation, ocean cleanup and clean water access. In 2020, he founded Beast Philanthropy, a 501(c)(3) that has distributed more than 48 million meals and led projects ranging from building wells in Cameroon and homes for tornado victims in Kentucky to housing the homeless in Costa Rica and delivering $3 million in aid to Ukrainian refugees.

In 2022, he launched Feastables, the world's fastest-growing chocolate and snack brand, which combats child labor in cocoa farming through living wages for farmers, Fairtrade-certified beans, and Child Labor Remediation Systems (CLMRS) audits.

Donaldson and his team regularly partner with leading brands and celebrities on culturally resonant campaigns across media, entertainment, sports, technology, retail and hospitality. "Beast Games," his competition series with Prime Video, became the platform's biggest unscripted launch ever in its first season, reaching No. 1 in 80 countries. Season 2 premiered Jan. 7, 2026, and season three is currently in production.

Donaldson is based in Greenville, North Carolina, where he leads a growing team, expanding the MrBeast ecosystem across media, tech, consumer products and social impact.

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