



ASHLEY HOLLAND

Senior Vice President, Scripted Programming, Onyx Collective

Ashley Holland is senior vice president of Scripted Programming at Onyx Collective, a premium content brand under Disney Entertainment that focuses on artists of color and underrepresented voices with programming exclusively available to stream on Hulu in the U.S., Star+ in Latin America and Disney+ in all other territories. She leads the development and production of Onyx Collective's scripted series and specials across all programming categories and formats and oversees the department's day-to-day operations.

Holland joined Onyx Collective from WME, where she was a partner who represented top-level talent, including Prentice Penny and Ryan Coogler (both with Onyx Collective overall deals), Boots Riley, Riz Ahmed and more. She was intimately involved in the selling of shows like HBO's "A Black Lady Sketch Show" and Starz's "P-Valley" and was instrumental to WME's growth as a company to develop its next generation of leaders and their diversity and inclusion efforts. She serviced such agency clients as Halle Berry and Janelle Monae and worked intimately with independent studio clients like Media Res ("The Morning Show") and Macro TV Studios ("Raising Dion"). A Stanford graduate, Holland started her career at CAA, where she spent eight years rising through the ranks to agent in the television department and helped spearhead initiatives like CAA Amplify that champion connectivity for high-level, diverse executives and influencers.

In 2021, Holland was named in Variety's annual Women's Impact Report, and in 2020, she was included in The Hollywood Reporter's Next Gen list of 35 Rising Executives Under 35 and accepted into the Academy of Motion Picture Arts & Sciences. She received her bachelor's in urban studies and her master's in communications from Stanford University in 2008. She is originally from Dallas, Texas.