



## BIOGRAPHY



### **SIMRAN S. SETHI**

*President, Scripted Programming, Hulu Originals, ABC Entertainment and Freeform, The Walt Disney Company*

Simran S. Sethi is president, Scripted Programming, Hulu Originals, ABC Entertainment, and Freeform. Having led the scripted programming lineup for ABC Entertainment since 2019, Sethi has served as the guiding force behind the network's critically acclaimed breakout hit "Abbott Elementary"; riveting dramas "9-1-1," "Grey's Anatomy," "Will Trent" and "The Rookie"; and celebrated freshman hits "High Potential" "Shifting Gears" and Ryan Murphy's "Doctor Odyssey." The network has ranked No. 1 in entertainment programming for the past five

consecutive seasons - a first in seven years.

Recently, Sethi's purview expanded to also include scripted programming oversight of Hulu Originals, shepherding a slate of highly anticipated series including "Good American Family" starring Ellen Pompeo, "Mid-Century Modern" from Ryan Murphy and the creators of "Will & Grace," the final season of Emmy® Award-winning "The Handmaid's Tale" and the return of "King of the Hill."

She helped launch Freeform in 2015 with series including "The Bold Type," "Siren," "Marvel's Cloak & Dagger" and the "black-ish" spinoff, "grown-ish." Under Simran's leadership, season 21 of "Project Runway" will come to Freeform, Disney+ and Hulu in 2025. The newest iteration will refresh one of television's most successful reality competition series, making more dreams for aspiring fashion designers come true.

Prior to joining ABC, Sethi held executive positions at Netflix, Freeform and NBC.

During her tenure at Netflix, she served as director of International Originals, India and the Middle East, where she helped shape the launch strategy and steered the growth in the roster of Indian and Arabic-language originals for the global streaming company.

Sethi also served as senior vice president of Comedy Development at NBC for four years, overseeing the creation of shows like "Superstore," which ran for 100 episodes. Prior to working at NBC, Sethi served as vice president of Development at Adam Sandler's company, Happy Madison, and as director of Development at Sony Pictures Television, working on dramas and current programming.

Recently honored by The Hollywood Reporter as one of the 100 most powerful women in entertainment, Sethi currently serves on the board of the Downtown Women's Center, whose mission

is to end homelessness for women in greater Los Angeles through housing, wellness, employment and advocacy.

She graduated from Brown University and received her Master of Business Administration from Stanford Business School. She began her career as an assistant director on the soap opera "Days of Our Lives."

-- 2025 --