

Sarah Malkin

Director of Entertainment Content, Reality Labs | Meta

Sarah Malkin is the Director of Entertainment Content, Reality Labs at Meta, responsible for the portfolio of sports, music, and film & TV experiences across our mixed reality devices. Sarah leads the teams driving entertainment strategy and insights, creative development and production, and platform programming. Under her direction, the team has significantly expanded XR offerings across every vertical.

Sarah led the development and launch of the Xtadium VR & MR Sports hub which hosts immersive and multi-view NASCAR and UFC, as well as seasonal tentpoles like the Copa Finals. Sarah played a pivotal role in expanding Meta's NBA partnership to deliver more courtside games and interactive experiences, and co-created the ESPN fan destination and virtual hangout in Meta's Horizon Worlds.

Sarah's team has produced a slate of cutting-edge concerts, including the Emmy-Award Nominated series with Red Rocks, and VR specials featuring artists like Charli XCX & Troye Sivan, Sabrina Carpenter, BLACKPINK, Jack Harlow, and Doja Cat.

Sarah's expansion of film & TV experiences led to a first-of-its-kind partnership with NBC Universal, bringing multiple franchises to life in mixed reality, including a virtual universe of "The Office" and enhanced spatial horror films with Blumhouse. Sarah has spearheaded strategic partnerships with some of the most influential entertainment studios and streaming services to date. She oversees Meta's portfolio of streaming apps which includes YouTube, Prime Video, Peacock, and Twitch.

Other narrative and interactive highlights under her leadership include Stranger Things VR, the Emmy-award nominated Wallace & Gromit's Grand Getaway, and The Soloist VR featuring Alex Honnold.

Before joining Meta, Sarah held leadership roles in content divisions at platforms including Russell Wilson's mobile app TraceMe (acquired by Nike), Ron Howard and Brian Grazer's digital company New Form (acquired by Whistle), and Maker Studios (acquired by Disney, where she also served as VP of Programming). She has advised on content strategy, partnerships, and distribution for MasterClass, Paul Feig's digital studio Powder Keg, and the non-profit Global Girl Media. Additionally, Sarah has shared her expertise by teaching guest courses at the New York Film Academy.

Sarah holds an MFA from Brown University.