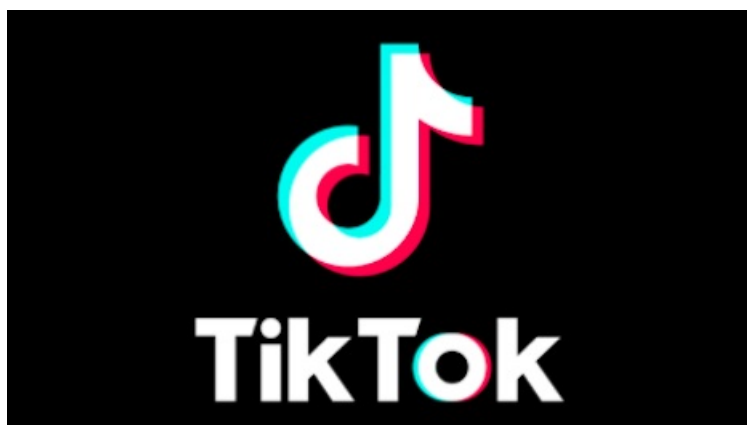


MARKETING

TikTok CEO resigns as tensions persist with Trump administration

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TikTok's CEO is stepping down. Image credit: TikTok

By LUXURY DAILY NEWS SERVICE

The chief executive officer of TikTok is stepping down after a short stint with the popular Chinese-owned video-sharing social media platform.

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According to reports, Kevin Mayer resigned on Aug. 26 citing ongoing challenges with the United States government. The move comes days after TikTok announced it was suing the Trump administration over an upcoming ban of the mobile application.

"We appreciate that the political dynamics of the last few months have significantly changed what the scope of Kevin's role would be going forward, and fully respect his decision," TikTok said in a statement. "We thank him for his time at the company and wish him well."

TikTok is owned by Beijing-based ByteDance.

Changes at TikTok

ByteDance named Kevin Mayer its chief operating officer effective Jun. 1. As part of the role's scope, he was also serving as TikTok's chief executive officer.

Mr. Mayer joined ByteDance and TikTok after serving as chairman of direct-to-consumer and international at Disney.

However in the months that followed, TikTok has increasingly been labeled by the White House as being a national security threat.

On Aug. 6, President Trump issued an executive order to ban TikTok unless it is sold to a U.S. company. TikTok has been accused of potentially passing on user data, including IP addresses and geolocation data, to the Chinese government ([see story](#)).

TikTok, which has 100 million users in the U.S. alone, sued the Trump administration on Aug. 24.

As part of the lawsuit, TikTok argued that its leadership, including Mr. Mayer, are U.S. citizens residing stateside, and

therefore are not subject to Chinese law ([see story](#)).

Los Angeles-based Vanessa Pappas will act as interim CEO of TikTok.

"Incredibly proud and humbled to take the role of interim head of TikTok," Ms. Pappas wrote on Twitter. "Our community and our team who work so hard to enable this product continue to inspire me."

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