



Welcome to JobPod, a list of senior executive appointments within the Media, Entertainment and Convergence industry, compiled by Russell Reynolds Associates. We welcome any feedback you may have.

Hiring in the media sector showed signs of slight improvement in the last quarter of 2009, a trend which has continued in the first month of 2010. One small but significant change is the slight increase in CEO roles, perhaps hinting at stability, if not optimism, for the future. With new leaders at both ITV and Channel 4, we would expect a wave of movement across the TV landscape this coming year. Recruitment of on-line leaders remains a key focus for companies across the sector. Other segments, notably consumer publishing, remain subdued. We would expect these trends to continue, and the outlook for 2010 remains very uncertain.

TV & Film

Former Conservative MP and Asda Chief Executive **Archie Norman** has been named Chairman of ITV following the search for a successor to Michael Grade.

ITV has appointed Royal Mail CEO **Adam Crozier** as its new Chief Executive. Before joining Royal Mail, Crozier was Chief Executive of the Football Association and Saatchi & Saatchi.

Lord Burns, a former Chief Economic Adviser and permanent Secretary to the Treasury, has been appointed as the next Chairman of Channel 4. He will join its board immediately as Chairman-designate.

David Abraham, who is currently at the helm of UKTV, has been appointed CEO of Channel 4. Abraham joined UKTV in 2007 having previously been with Discovery. He was also a founder of St. Luke's, the advertising agency.

German pay-TV company Sky Deutschland AG's Chief Executive Officer Mark Williams will step down effective March 31, and will be succeeded by **Brian Sullivan** of British Sky Broadcasting Group PLC.

BSkyB announced the appointment of **Andrea Zappia** as Managing Director, Customer Group. Zappia succeeds **Brian Sullivan** who was recently appointed Deputy CEO of Sky Deutschland. In his new role, Zappia will lead BSKyB's sales, marketing and customer operations teams, with responsibility for customer acquisition and retention across the company's range of entertainment and communications products. He will report to BSKyB's Chief Executive, Jeremy Darroch.

The BBC has named **Robert Webb** Non-Executive Chairman of BBC Worldwide, taking over from Etienne de Villiers, who stepped down in 2009. Webb, who was General Counsel of British Airways for over a decade and has non-executive experience at the London Stock Exchange and software firm Autonomy, will take over at a critical juncture in the life of the BBC's commercial arm, overseeing the terms of any possible spin-off.

Dee Forbes has been appointed Managing Director and Executive Vice President of Discovery Networks UK. Forbes was most recently Senior Vice President and General Manager of Turner Broadcasting System in the UK and Ireland. She succeeds Dan Brooke, who left Discovery in January 2009.



Discovery Networks International has named **Chris Shaw** Senior Vice President, Commercial Development across EMEA and the UK.

Virgin Media has named former Tesco executive **Eamonn O'Hare** as its new Chief Financial Officer.

Virgin Media has appointed **Aleks Habdank** as Director of On-Demand TV Services. Habdank will be responsible for the commercial management of the company's on-demand TV service and joins from Chellomedia, where he was General Manager of Chello on demand. Virgin's on-demand TV service registers over 60 million views each month.

Children's producer and distributor Hit Entertainment has recruited **Sangeeta Desai** from private equity firm Apex Partners as its new Chief Operating Officer.

KidsCo, the international children's channel, announced the appointment of **Anna Pak** as its Commercial Director for Western Europe. Joining from international news channel Euronews, where she was regional head of distribution, Pak has worked with some of the world's leading cable and satellite, mobile and web operators.

ITV has appointed **Richard Waterworth** to the newly created post of Director of Platform Marketing. He will be responsible for growing all ITV platforms, including ITV.com, and will report to David Pemsel, Group Marketing Director.

BSkyB has hired top BBC marketer **Naomi Gibney**, who has responsibility for flagship brands including BBC1, BBC2 and CBBC, to head marketing across the satellite broadcaster's entertainment channels.

Steve Forde has returned to Channel 4 to head its digital marketing after eight months as Managing Director of the social media agency Rocket XL. Forde joined to launch the UK unit of the US-based Rocket XL in March from Channel 4, where he was previously the New Media Marketing Manager.

Broadcast transmission group Arqiva has confirmed the appointment of **Pierre-Jean Sebert** as Chief Executive of its new VoD business. Sebert was previously Managing Director UK for Eurosport from 2001 to 2005.

SeeSaw, the soon-to-launch VoD service based on Project Kangaroo technology, has appointed Channel 4's **Matt Rennie** as Commercial Director. He will be responsible for developing revenue streams at SeeSaw, which is owned by transmission outfit Arqiva and due to launch in the next few months. Rennie will also hire a new commercial team. Arqiva has also appointed former Babelgum Chief Mobile Editor **Dan Watt-Smith** as Managing Editor of SeeSaw.

Dennis Maguire has been appointed President of Paramount Pictures Home Entertainment Worldwide. Maguire joined the company in 2006 as President of Paramount Home Entertainment International.

FremantleMedia Enterprises has appointed **Mark Rosenegk** to the new position of Vice President of Brand Partnerships for its UK licensing division. He will be tasked with securing commercial opportunities for properties such as The X Factor and The Apprentice. Rosenegk was previously Commercial Director at Kameleon, the brand partnership division of All3Media, and is a former Head of Sponsorship and Interactive Sales at ITV.

Convergent Media

Mobile web page specialist Mippin has appointed **Nick Barnett**, who most recently served as UK Managing Director of ad targeting technology group Phorm, as its new Chief Executive.

Skype has hired **Dr Jonathan Rosenberg** as Chief Technology Strategist. Rosenberg was a Cisco fellow in the voice technology group at Cisco Systems.

Skype has appointed **Juliet Blackburn** as Director of Consumer Marketing from AAR. Blackburn joins Skype in a newly created role from the intermediary, where she has worked as Business Director with responsibility in digital for nine years.

Spotify has turned to the mobile industry to recruit their new Chief Technology Officer **Oskar Stal**. Stal joins Spotify from mBlox, a company that specialises in mobile phone transactions.

AOL has appointed **Christian Peck** as Vice President of European Advertising Products and Operations. Peck will spearhead AOL's numerous products across Europe, including creative solutions, behavioural targeting, sponsored text listings and display advertising.

MySpace has hired MTV's Executive Vice President of Digital Advertising **Nada Stirratt** as Chief Revenue Officer. The News Corp-owned social networking site has also hired **Dustin Finer** as Chief People Officer and former Chief Executive of iLike **Ali Partovi** as Senior Vice President of Business Development.

Torsten Schuppe, formerly eBay's European Marketing Director, joined Google as Marketing Director UK and Ireland in November.

Yahoo! UK and Ireland has appointed **Caroline Finch** as Category Director for Technology and Telecoms. Finch will be responsible for providing insight and understanding about how consumers interact with the internet, and how marketers can engage with their customers online. She joins from Spotzer, where she was Vice President, Media and has also worked as Director of Marketing for Vonage.

Online business network Xing has recruited **Dr Helmut Becker** as Chief Commercial Officer. He was previously Senior Director of Advertising and E-marketing at eBay Deutschland and Managing Director of eBay Advertising.

Tim Brown, a former executive at Yahoo!, has joined ad network Tribal Fusion as European General Manager, where he is responsible for Tribal Fusion's UK business operations, leading the company's expansion into Europe and product development. Brown left his role as Yahoo!'s Vice President of Ad Products and Platforms for Europe in August 2009.

Criteo, the personalised retargeting company, announced that **Toby Coppel** has joined their Board of Directors. Coppel was Chief Strategy Officer for Yahoo! from 2001 to 2007 and then Managing Director of Yahoo! Europe and Canada from 2007 to 2009.

Simon Thompson, who joined Lastminute.com as Chief Marketing Officer in April 2007, is to become Online Store Director for Apple in the EMEA region.

Lastminute.com has hired **Mark Newton** as European Marketing Director. Newton joins from American Express, where he was working on their digital business.

Pets at Home has appointed **Matthew Stead** to the new position of Director of Multi-Channel, as the retailer strengthens its online presence. Stead will sit on the retailer's operating board and was previously Marketing Director at furniture and clothing retailer The White Company.

Virgin Media has appointed **Chris Barrow** as Head of Trading. Barrow joins from T-Mobile UK and will have responsibility for purchasing handsets for Virgin's mobile service, which uses the T-Mobile network.

Print

Reed Elsevier has appointed **Erik Engstrom** as Chief Executive of the Anglo-Dutch media group following the resignation of Ian Smith. Engstrom was most recently Chief Executive of the group's Dutch division Elsevier.

Kaplan, Inc., a leading global provider of education, appointed **José Wehnes** as Chief Executive Officer of Kaplan Europe. Wehnes has 30 years of executive experience in multinational markets including Europe, the US, Asia, and Latin America. Most recently, he was Managing Director of Elsevier, Health Sciences and previously was Managing Director for the international arm of Harcourt Publishers.

Associated Northcliffe Digital has appointed **Garry Hobson** Chief Executive. Hobson will succeed **Andrew Dyson**, who is leaving after three years to take a new position within Associated Northcliffe Digital. Hobson will be responsible for driving the site's share of the UK motor ad sector. He joins from used car website Autoquake.com, where he was Chief Executive.

Simon Davies, the newly appointed Commercial Director at the Independent newspapers, has hired **Mel Danks**, Express Newspapers' Head of Trading, as Deputy Commercial Director.

Paul Lomax, GMG Regional's Head of New Media, has joined Dennis Publishing as Chief Technical Officer.

Lonely Planet has named **Douglas Schatz** as Managing Director for its EMEA region. Schatz joins from specialist travel books retailer Stanfords, where he was Managing Director.

General Media

Mark Terry, former Senior Vice President of Marketing EMI UK and Ireland, has been appointed General Manager of Atlantic Records UK.

London 2012 has appointed **Greg Nugent** to the permanent role of Brand and Marketing Director. Nugent, the former Head of UK Marketing at Eurostar, had previously held the role on an interim basis.

Clive Marshall has resigned as Chief Executive of AAP to lead Britain's Press Association Group. Marshall spent eight years in senior roles at the London-based PA Group, the last as a director, before moving to Australia.

William Eccleshare, Clear Channel's International Chief Executive, has hired the former Group Strategy Chief at Starcom **Pru Parkinson** as Marketing Director. Parkinson has also been appointed to a newly created global management board of nine.

Douglas McArthur, the former founder and Chief Executive of the Radio Advertising Bureau, has been appointed Chairman of UKOM, the online audience measurement company.

Global Radio has appointed **Ben Perreau**, former Strategic Content Editor at BSkyB, as its first Director of Digital Content. Perreau, a former editor of NME.com, will be responsible for online editorial strategy and content across all of the group's stations.

EMI Music has named **Kyla Mullins** as General Counsel. Mullins has spent most of her career in management roles in the TV business, most recently at ITV, where she was Group Legal Director.

EMI Music has named **Shane Naughton**, currently CFO of Music Week parent company UBM Information, as its new Chief Financial Officer.

EMI Music has appointed former Setanta Sports UK Marketing Director **Timothy Ryan** as Senior Vice President, Global Priorities, Catalogue Marketing. Ryan will lead the marketing for EMI Music's Catalogue division, overseeing its major releases and working with its catalogue marketing departments around the world.

Joanna Shields, former Chief Executive of social networking site Bebo, will join forces with **Elisabeth Murdoch**, Chief Executive of Shine, to explore new internet opportunities for the television production group.

TradeDoubler has appointed **Simon Burgess** as its Managing Director. Burgess joins from Unique Digital, where he was a Managing Partner.

The Association of Online Publishers (AOP) has appointed **Lee Baker** as its Director. Baker joins from Microsoft, where he was EMEA commercial lead.

About Russell Reynolds Associates

Leadership. In today's global business environment, success is driven by the talent, vision and leadership capabilities of senior executives.

Russell Reynolds Associates is a leading global executive search and assessment firm with more than 300 consultants based in 39 offices worldwide. Our consultants work closely with public and private organizations to identify, assess and recruit senior executives and board members to drive long-term growth and success. We value teamwork, serving our clients with a collaborative approach that spans our international network of sector and functional experts.

Our in-depth knowledge of major industries and our clients' specific business challenges, combined with our understanding of who and what makes an effective leader ensure that our clients secure the best leadership teams for the ongoing success of their businesses. For more information, please visit us at www.russellreynolds.com.