



FOR IMMEDIATE RELEASE

RED ARROW STUDIOS INTERNATIONAL HIRES NEW SALES EXECUTIVE FOR ITALY & IBERIA

LONDON. September 11, 2019: Red Arrow Studios International has appointed a new senior sales executive responsible for Italy and Iberia. Maria Arroyo has joined the company with immediate effect as Senior Sales Manager responsible for Italy, Spain and Portugal, and also Turkey and Israel. Based in Red Arrow's London office, she reports to Tim Gerhartz, SVP Global Sales.

Arroyo joins from Spanish distributor Onza, where she held the position of International Sales Manager handling sales across scripted, non-scripted and factual for EMEA and Canada. Prior to this, Arroyo worked at companies including Compañía De Inventarios Naturales, Vertice Sales and CIN TV.

Also joining the sales team this month is Victor Ukmar, who is based in Munich and takes the role of Sales Manager supporting Senior Sales Manager Shakira Hoffmann across the CEE and CIS territories. Ukmar joins from Red Arrow Studios International's parent company ProSiebenSat.1 where he held the position of Manager, Competitive Intelligence.

Tim Gerhartz said: "We're delighted to be welcoming Maria and Victor to the Red Arrow Studios International team. Maria brings a wealth of valuable sales experience and comprehensive market knowledge, which will prove invaluable as we continue to grow our business across Italy and the Iberia region."



Red Arrow Studios International has a number of formats currently running in Italy and Spain, including *Married at First Sight* on Sky Italia and Antena 3 Spain, and four separate regional productions of *My Restaurant Rocks*, for Madrid, Valencia, Catalonia and the Basque region.

– Press release ends –

NOTES FOR EDITORS:

About Red Arrow Studios International

Red Arrow Studios International is a world-leading TV distributor of scripted, formats and factual shows from a global network of in-house production companies, outstanding third-party producers and digital-content partners.

Led by Bo Stehmeier, with offices in Munich, London and Los Angeles, Red Arrow Studios International co-produces and finances global entertainment, and distributes acclaimed content to over 200 territories worldwide.

Red Arrow Studios International is part of Red Arrow Studios, which is comprised of 20 production companies in seven territories; digital studio, Studio71; and film distributor Gravitas Ventures. Red Arrow Studios is a ProSiebenSat.1 Media SE company, one of Europe's leading media groups.

For more information, please visit: redarrowstudios.com/international

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