

ITV names Alex Pumfrey as Director of Strategic Partnerships

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ITV today announces that Alex Pumfrey is to join the company as Director of Strategic Partnerships to shape and deliver ITV's partnership strategy.

Reporting to Martin Goswami, Group Strategic Partnerships and Distribution Director, Alex will develop ITV's relationships across national media players (such as BBC, BT, Sky and Virgin Media) and international tech giants (such as Apple, Amazon and Samsung), ensuring that ITV is positioned to succeed in a rapidly transforming ecosystem.

Alex started her career in TV at Channel 4 developing the broadcaster's early digital strategy. She subsequently worked for the public service broadcasters at Digital UK (now Everyone TV) where she led the successful delivery of the UK's £1

billion digital TV switchover programme - on time and under budget - before developing the long-term strategy for the UK's free-to-air TV platform and managing its central operations.

In late 2017 she became CEO of the Film and TV Charity where she has led an organisational transformation to build a positive profile for the charity, deliver a major new industry-wide programme on mental health, triple income, and grow clients from less than 500 to more than 11,000 per year.

Commenting on her new role Alex Pumfrey said:

"I am thrilled to be joining ITV at such a key moment in the delivery of its 2026 vision to become a leader in UK streaming and an expanding global force in content. I'm looking forward to working with our strategic partners to create shared value for the long term, and supporting the wide industry ecosystem in which we all operate. ITV understands that its success is contingent on building trust-based and strategically-aligned relationships that deliver for both ITV and our partners. My aims are to develop the positive partnerships we already have, maximise the value of these for both parties, and embed a culture of partnering at ITV."

Martin Goswami, Group Strategic Partnerships and Distribution Director said:

"Alex has exceptional experience in working with broadcasters and platforms and is perfectly placed to drive ITV's strategic partnership activity. ITV connects with millions of people every day and this role plays a vital part in ensuring we do that as well as possible as a key part of achieving our More Than TV Strategy. I'm delighted that Alex is joining us at a really exciting time for ITV and look forward to welcoming her."

Alex will be joining ITV in June.

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Viewer enquiries

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