

Leading entertainment exec Nathalie Garcia to head up newly established ITV Studios Iberia

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[Corporate](#)

ITV Studios today announces that leading entertainment executive Nathalie Garcia is joining its major international production group as Managing Director of ITV Studios Iberia on 1 November. The new entity will be the exclusive home of ITV Studios' formats in Spain such as The Voice (La Voz), The Voice Kids (La Voz Kids) and The Chase (El Cazador).

Nathalie joins ITV Studios from Fremantle Spain where she held the position of CEO for nine years. During her tenure she oversaw the production of entertainment formats such as Got Talent España and The Masked Singer; game shows like Password; and reality show The Farm, among others. Original IP such as Game of Talents (Adivina Qué Hago Esta Noche) which went on to air on FOX in the US, and Love Never Lies, a reality show for Netflix, were also developed and produced, and she expanded the business establishing new fiction and documentaries divisions.

Nathalie will lead the label headquartered in Madrid, reporting to Managing Director, International Production, Lisa Perrin based in London.

Lisa Perrin said, “We’re absolutely delighted to welcome Nathalie to ITV Studios. Her vast experience and know-how in the region is second to none. Our brands like The Voice and The Chase have enjoyed long-running success in Iberia, we’ve just been waiting for the right person at the right time to expand our business in this vibrant market and Nathalie is exactly what we have been looking for.”

Nathalie Garcia, Managing Director, ITV Studios Iberia, added “I’m thrilled to join such a leading and inspiring player in our industry. I’m honoured that Lisa Perrin and the ITV Studios international production team are placing their trust in me to expand their already very successful business in Spain and Portugal. I’m very excited to embrace this new challenge, and look forward to continuing to produce extraordinary programmes that connect with viewers.”

Prior to her position at Fremantle Spain, Nathalie was CEO of Plural Entertainment, Media Capital/Prisa’s production label and Managing Director of the TV division of Vértice 360 Group. She also set up the Spanish arm of Sony Pictures International Television, where she held the positions of SVP Distribution and Managing Director for 10 years.

ITV Studios Iberia joins an array of leading non-scripted labels forming ITV Studios’ major international production and distribution group which spans 13 countries. Most recently the non-scripted label Plimsoll Productions joined the business in the UK.

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Notes to editors

About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can’t get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,900 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of

90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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