

# Miguel Vila joins ITV Studios Iberia as Creative Director

Published Thu 01 Feb 2024



## [Corporate](#)

Nathalie Garcia, Managing Director of the recently formed/launched ITV Studios Iberia, today announces Miguel Vila has been appointed as the company's Creative Director, Non-Scripted.

As the exclusive home of ITV Studios' formats in Spain, Miguel will creatively oversee the production of The Voice (La Voz), The Voice Kids (La Voz Kids) and The Chase (El Cazador) the 14th season of which for TVE is currently in production.

Reporting directly to Nathalie, he will also lead the creation and development of a multitude of format ideas and concepts. Miguel will work closely with the label's eventual Content Director and their team, as well as the Production Director once

they are hired. Miguel will work with data to continuously improve the performance of content as well as directing the research and development team as they seek out new content opportunities from around the world, working closely with the ITV Studios Creative Network led by Managing Director Mike Beale.

Miguel joins ITV Studios Iberia from Mediaset España where he was Deputy of Format development until 2015 and then Head of Formats and new developments for almost 10 years.

**Nathalie Garcia, Managing Director, ITV Studios Iberia, said** “I’m thrilled to have Miguel join the ITV Studios family. I have always admired his creativity, infectious drive and passion for new ways of entertaining viewers. It’s great to finally be part of the same team.”

**Miguel Vila, added** “I’m really delighted to be joining ITV Studios. This is a great opportunity for me to continue developing my career in the TV business, and create new non-scripted programmes with a great team led by one of the best, top TV executives in Spain, Nathalie García”.

Prior to his position at Mediaset España, he was Head of Research and Content Development at Sogecable for CANAL+ and Cuatro from 2005 - 2011. He was also Director of Entertainment Programmes at CANAL+ like MAS TE VALE and MÁS TE VALE XXL from 2002 - 2005.

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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.

Press Contacts

[laura.saunders@itv.com](mailto:laura.saunders@itv.com)

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>