

# ITV Studios hires Katie Buchanan as EVP Americas, Global Partnerships

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## [Corporate](#)

ITV Studios has appointed seasoned media executive, Katie Buchanan as EVP Americas, Global Partnerships. She joins from A+E Networks, having also held a variety of Programming Strategy and Acquisitions roles at NBCUniversal and Viacom, she will report to EVP Global Sales & Commercial Strategy, Tom Clark in London.

Katie will be responsible for driving revenue growth and maximising the potential of ITV Studios' finished content and formats across the US, Canadian and Latin American markets. She will lead the Los Angeles-based team of 11 supported by Rob Kaplan, who has expanded his existing US sales remit to include Latin America, Craig Bohland, VP Sales Canada and Laura Rhodarmer, Head of Brand Partnerships for USA, Canada and Latin America. Katie and the team will also work closely with Jemma Harvey, SVP Scripted Global Content and Co-Productions based in London.

New to the team also are Maria Ines Rodriguez, who joins as VP Sales US and Latin America, having recently held the position of VP SVOD Acquisitions at TelevisaUnivision (ViX) and prior to this SVP Content & Sales at Disney, and Eisha Fremerman, Senior Sales Manager US and Latin America who joins from QVC where she was a Streaming Programming Consultant and prior to that an Acquisitions Manager at Britbox.

Kate Buchanan said, "I'm excited to be joining this amazing company and incredible team of people. ITV Studios produces and represents some of the best content in the business, and I'm thrilled at the opportunity to help drive additional revenue opportunities for their premium and diverse content"

Tom Clark, Global Sales & Commercial Strategy ITV Studios, said, "I'm really delighted to welcome Katie to ITV Studios. We were looking for a strategic leader and a natural relationship builder with a deep understanding of our buyers, as well as someone who would challenge the status quo and I think we have found that in Katie. With the expansion of Rob's role to cover US & Latin America, the additions of Maria and Eisha and the great work that Craig is continuing to do in Canada and Laura on formats, the team is perfectly positioned to take our business with our valued partners across the Americas region to the next level."

Katie boasts over 20 years of experience in content strategy, acquisitions, and leading high-performing teams at prominent media companies, including NBCUniversal, Viacom, and A+E Networks. She has driven successful co-productions and acquisition deals across major networks. In her recent role as SVP of Programming Strategy at A+E Networks for Lifetime and Lifetime Movie Network, Katie spearheaded multiplatform content strategies that enhanced revenue growth and audience engagement. Prior to A+E Networks, Katie worked at Viacom as the SVP of Programming and Acquisitions and SVP of Programming Strategy and Acquisitions for The Style Network (NBCUniversal). While at NBCU, Katie won a Daytime Emmy for the documentary *Baring it All* and was nominated for a Daytime Emmy for the UK co-production *Too Fat for 15*.

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## **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 6,700 hours of original programming across 60+ production labels. Our global footprint spans 12 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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