

ITV Studios grows team with appointment of new EVP, EMEA Sales & Distribution, Gisela Asimus Minnbergh

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London, 16 February, 2021 – ITV Studios has appointed Gisela Asimus Minnbergh to the new role of Executive Vice President, EMEA Sales & Distribution. The new hire sees the team grow from two EVPs - Greg Johnson current EVP, EMEA & Americas Sales & Distribution, and Augustus Dulgaro EVP, Asia Pacific Sales & Distribution – to three. She joins the company from Lionsgate where she held the position of Vice President, International TV & Digital Sales for four years. Gisela will join the team on 7 June, reporting to Ruth Berry, Managing Director, Global Distribution.

In her new role, Gisela will be responsible for leading the EMEA sales team in London and Paris, maximising the value of ITV Studios' 46,000+-hour-strong catalogue of finished programming across the region. In addition to nurturing long-standing client relationships, she will also look to grow the company's portfolio of international co-productions across scripted and non-scripted content.

Ruth Berry, Managing Director Global Distribution, ITV Studios, said,

"Working closely with our valued international partners, against all odds, we were able to end 2020 very successfully. We look forward to building further on that success and the appointment of Gisela is an integral part of it, bringing with her an abundance of expertise and contacts within the EMEA region."

Gisela Asimus Minnbergh, added:

"I'm incredibly excited to join ITV Studios, known for its iconic content and break-out series that capture the world's attention. In a competitive marketplace that has seen massive shifts over the past year, I am delighted to be joining a dynamic and well-respected team that I can continue to grow and develop."

In her previous role, Gisela headed up sales of scripted series, feature films and unscripted programming to key markets such as Germany, France, Nordics, Benelux and pan-EMEA broadcasters and platforms. She has significant expertise in optimising rights and windowing content, sourcing co-production partners for high budget drama projects as well as supporting the rollout of the Starz streaming platform, StarzPlay, internationally.

Gisela began her employment at Lionsgate as a consultant in 2016, setting up the global alternative programming and format division. Prior to this, she had stints at Viking Cruises in programme acquisitions and GRB TV in sales. From 2009 - 2015 Gisela moved from a Sales Director role at Endemol España to become Senior Sales Director Endemol Worldwide Distribution in London, heading up all sales to the UK, Eire and Pan-EMEA broadcasters and platforms. She also spent ten years working for Southern Star International in London, Paris and Sydney. Gisela began her career in news production, working for ITN, REUTERS and WTN in London, following her first role at SVT in her native Sweden.

Greg Johnson, current EVP EMEA & Americas Sales & Distribution, has driven the ITV Studios EMEA business over the last three years, seeing it go from strength to strength. In response to the seismic changes in the US market, in particular evolving streaming models and demand for new content, Greg will repatriate back to the USA later in the year to lead the Americas sales team and continue

partnering with the US production businesses ITV America (non-scripted) and ITV Studios America (scripted). Augustus Dulgaro, EVP Asia Pac remains in his current role.

ITV Studios proudly represents a 46,000+ hour catalogue of iconic scripted and non-scripted programming brands from producers within the ITV Studios group as well as selected independents. Titles include ITV's highest rated drama launch since 2006, *The Pembrokeshire Murders* and the up-coming *Vigil* and *Line of Duty* season six from World Productions, the epic founding of Rome drama *Romulus* from Cattleya, the second most-watched French drama *Balthazar* from Beaubourg Stories and Sky's most rapidly binged returning comedy *Brassic* from Calamity Films. In the non-scripted space, as well as the globally renowned entertainment brands such as *Love Island*, *The Voice* and *The Graham Norton Show*, ITV Studios also boasts a portfolio of high-quality factual content such as *Attenborough's Journey* from Atlantic Productions, *Trump's America* from the two-time Emmy® award-winner Deeyah Khan and Fuuse Films, *Arctic Ice Railroad* from Windfall Films and the up-coming major natural history series *A Year on Planet Earth* from Plimsoll Productions.

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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 8,400 hours of original programming across 55 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 46,000+ 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

Viewer enquiries

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