

News about Pay TV



A+E Networks Latin America announced the incorporation of Maria Serrano as VP of Pan-Regional Advertising Sales

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The executive will report to Ivan Bagueiras, Executive VP of Advertising Sales and Development of New Businesses. Serrano has 20 years of experience in the industry of advertising sales.

“For A+E Networks Latin America, it is very important to incorporate a professional leader like Maria in Advertising Sales, who has a wide global perspective in the market and great experience in this sector of the industry”, said Bagueiras. “We are sure that with her knowledge and implementation of forefront strategies we will strengthen our brand portfolio”.

Serrano added: “I am very proud and happy to make part of the team of A+E Networks Latin America and work with the solid portfolio of their Brand. I am convinced that we will be able to build big and new opportunities and strategic alliances for the pan-regional market”.

Serrano started her professional career at USA Network, company belonging to NBC Universal Studios Networks Latin America and has worked in companies such as FOX Networks Group.