

Press Release

## Françoise Semin joins MEDIAGENIX as Chief Commercial Officer

**Brussels, 10 October 2022.** - *MEDIAGENIX today announced that the company expands its Executive Leadership team with the addition of Françoise Semin as Chief Commercial Officer. A first-hand witness of the media industry's transformation, Françoise Semin comes with more than 20 years of experience in International Business Management and Management Director roles to lead the company's Global Sales Excellence Initiative and new Customer Engagement models. She will also pay specific attention to the EMEA growth.*

Françoise has been working within the Media industry since getting her engineering diploma, ranging from R&D and Product Marketing to key EMEA roles as VP Sales and Managing Director at AVID, Autodesk, Grass Valley and Wildmoka. Most recently, Françoise was Sales Director Europe at Qvest. Françoise brings a wealth of experience in Enterprise & Strategic Accounts Solution Selling and SaaS-type business.

Fabrice Maquignon, MEDIAGENIX CEO, said: "We are very excited that Françoise Semin is joining our team. Fully embedded in the industry's transformation, Françoise deeply understands our customers' challenges. Her expertise will help us show media companies the value WHATS'ON unlocks within an increasingly complex content supply chain. In addition, Françoise has led several transformation projects towards Product centricity from a Sales point of view, making her a perfect fit with our company's vision, strategy, product, organization, and team."

Françoise Semin said : "I am delighted to join the MEDIAGENIX team. The company has been growing impressively over the past years. The MEDIAGENIX solutions are definitively expanding, also covering a wider and smarter range of VOD requirements and accommodating new business models. I strongly believe in WHATS'ON as the agile Media Business Management Platform that enables media companies to actively drive efficiency

# **MEDIAGENIX**

and ROI through a lean and collaborative content supply chain. With WHATS'ON, media companies can seamlessly connect strategy, planning and execution workflows for content, rights and scheduling throughout their entire organization. I am excited to join this great Leadership team building the next growth cycle for the company.”

## **About MEDIAGENIX**

MEDIAGENIX ranks among the top tech vendors in the international media industry with Media Business Management Platform WHATS'ON.

Over 160 media companies across the globe rely on WHATS'ON to unify their content supply chain across linear and nonlinear and streamline all workflows related to content, content rights, planning, and curation to ensure agility and profitability.

Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, and video service providers. Together they manage a total of more than 2500 channels and services.

WHATS'ON enables them to offer the right content at the right time to the right audience on the right device through whichever platforms and delivery methods and with whatever mix of business models best suited to achieve their aims. More than 250 employees work from offices in Europe, America, Asia and Australia.

## Contact for the press

Geert Van Droogenbroeck – Marketing Officer MEDIAGENIX  
geert.van.droogenbroeck@mediagenix.tv

