

Press Release

## Myriam Hoste has joined MEDIAGENIX as Chief People Officer

**Brussels, 17 October 2022** - *MEDIAGENIX today announced that Myriam Hoste has joined the MEDIAGENIX leadership team as Chief People Officer. Myriam Hoste brings considerable experience in all aspects needed to elevate an already innovative, agile organization to the next phase.*

Myriam Hoste has been working on the People side of organizations for the past 20 years. She has a background in Social Law and has worked with multinationals and technology organizations, such as Mondelez, Cartamundi, and Cisco. Most recently, Myriam was the global HR lead for a number of business units in Barco, including the software business unit. In this role, Myriam dealt with agile transformation and organizational transformation.

Fabrice Maquignon, MEDIAGENIX CEO, said: "Myriam brings great value to our organization as she has considerable experience with high-growth organizations, international development, agile organizational and cultural transformation, and M&A. This is of great value to our chosen path and organizational principles. Our agile organization is designed to adapt and evolve continuously, with distributed leadership that fosters autonomy and leverages the maturity of teams. With Myriam, we have the right leader in place to continue elevating our workforce to the next phase so that this unique team keeps serving our clients and addressing their evolving needs in the best possible way."

Myriam Hoste said: "Belonging to the MEDIAGENIX family feels like a perfect match for me. MEDIAGENIX is a company that combines growth ambitions with a warm people culture. At the same time, we are going through some interesting business and organizational transformations. I see my role as a key player in blending our people promises and employee experiences with a culture of value creation for the customer and delivering sustainable results. We have great organizational principles in place, such as our agile way of working and our unique distributed leadership model. Now we are at a perfect time to further mature these

principles. I am looking forward to leveraging my passion for people, my coaching skills to support leaders and teams, my broad international HR experience, and my high energy level to make it a success!"



Myriam Hoste, Chief People Officer at MEDIAGENIX

## 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

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