

## Tom Donoghue joins MEDIAGENIX to support continuing growth



Groot-Bijgaarden – 26 July 2018: Tom Donoghue has joined MEDIAGENIX as Business Development and Account Manager. Focussing on the UK, Ireland, the Middle East and South Africa, he will help support and continue the strong growth and internationalisation of the increasingly diverse MEDIAGENIX customer base and projects.

Emmanuel Müller, MEDIAGENIX VP Business Development comments: “Tom comes at a key moment in our international growth. As a senior broadcasting/software professional with over 25 years’ experience in the industry Tom will help us develop new markets and be the true partner and trusted advisor for media companies such as the BBC, UKTV and Nordic Entertainment Group. With his deep understanding of the business he will help customers grow in the ever-changing media landscape.”

Tom Donoghue: “I am extremely excited about joining the team at MEDIAGENIX and using my experience to help support our future endeavours. I spent the last couple of years working alongside MEDIAGENIX on an implementation of WHATS’ON and I gained first-hand experience of their professional, knowledgeable and detailed approach. As well as being a top class software company they also understand the value of partnerships and collaboration and continuously work with clients to ensure they get the best from WHATS’ON and that the product stays at the forefront of a fast changing broadcasting industry. Regular access to superior Belgium chocolates also made the decision to join much easier.”

Tom Donoghue started his career at Viasat Broadcasting in the UK, and has worked in various roles within both broadcasters and broadcast software providers. He moved into broadcast software in 1999 and was involved in large-scale projects at a wide range of international broadcasters including Discovery Channel, Fox, Disney, and the DMC. Moving on to a consultant role at Cognizant, in 2018 Tom was voted UK Consultant of the Year for his work at A&E/History Channel. You can meet Tom Donoghue shortly, at the MEDIAGENIX stand of IBC in Amsterdam.

MEDIAGENIX develops and implements the integrated software package WHATS'ON. WHATS'ON is Europe's most advanced broadcast management platform for the maintenance and programming of radio, TV and online content channels. MEDIAGENIX's customers vary from public and commercial radio and TV stations, to VoD service providers, telecom operators and specialized service providers who run third-party broadcasts.

MEDIAGENIX has grown into a global player that serves top customers in Europe, the Middle East, the United States, Asia, Latin America and Oceania. More than 10,000 professionals from 90 media companies, with more than 2,000 radio, TV or other content channels and catalogues for tens of thousands of on-demand titles, work with WHATS'ON on a daily basis.

**Media Contact:**

Geert Van Droogenbroeck, MEDIAGENIX Marketing Officer

[geert.van.droogenbroeck@mediagenix.tv](mailto:geert.van.droogenbroeck@mediagenix.tv)