

# CNN International appoints Antonio Canto

CNN has appointed Antonio Canto to its commercial executive team under Chief Commercial Officer Rani R. Raad. As Vice President, Regional Sales, Canto will build CNN's business in Africa, Southern/Central/Eastern Europe, Middle East, Turkey and CIS - key markets for CNN advertising sales.



Antonio Canto

Canto will lead a number of advertising sales teams across these important regions to continue a growth trajectory that has seen triple digit growth in the past ten years. He will be tasked with overseeing development of strategic relationships and the delivery of key sponsorships to drive revenue and growth.

He will take over this role from Reme Al-Saiegh, who successfully led and grew CNN regional sales for a decade and is now leaving the company after maternity leave. Al-Saiegh and Canto will work together in the coming months to ensure a smooth transition for client servicing and business operations.

"I am excited to join the CNN International Commercial team and very much look forward to working with our clients to further grow their strategic partnerships with CNN International and break new grounds in creating new successful brand engagement solutions," said Canto. "I have always admired the innovation and impact CNN has globally on people's lives and hope I can help contribute to the company's continued success and growth. The international marketplace is constantly changing and I believe CNN is a strong brand which firmly adds value and prestige, as well as commanding the attention of key business people and opinion makers."

Previously at Viacom International Media Networks, Canto has extensive experience leading commercial teams, developing business strategies and delivering brand solutions. This expertise spanned a range of Viacom activity and operated directly in many of the territories that Canto will be responsible for in his new role at CNN.

## **Another step in restructuring**

Canto joins CNN as the network continues to cement its leadership position in all key independent viewing surveys. His appointment is another step in Raad's restructuring of CNN's international commercial business units since he was made Chief Commercial Officer in February 2013. Raad assumed the position when parent company Turner International made the decision to align all of CNN's international commercial activity - spanning advertising, content sales, affiliate, out of home, business development, marketing and research - into a single operation.

"Antonio's wealth of experience will be a huge asset to CNN as we look to continue exponential growth across these key markets," said Raad. "His expertise in business strategy, revenue growth and developing strategic relationships will help build on the successful commercial operations that CNN has already fostered in these regions. I'm delighted to welcome Antonio to my executive team as CNN continues to offer greater bespoke propositions for advertisers to connect and engage with our global audience across multiple platforms."

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