

A+E NETWORKS UK hires new marketing chief

LONDON, UK: Leading factual entertainment broadcaster A+E Networks UK, a joint venture between A+E Networks and BSkyB, has appointed Anna Priest as its new VP of Marcomms.



Priest joins from the BBC where she was head of marketing, superbrands and portfolio, responsible for developing brand strategies and marketing plans for the overall BBC TV portfolio and specific programme superbrands including *Doctor Who*, *Strictly Come Dancing* and *Top Gear*.

Reporting directly to Tom Davidson, managing director, A+E Networks UK, Priest is responsible for the Marcomms strategy for A+E Networks UK, including its channel brands and programming both acquired and commissioned. This includes on-air, off-air and partnership marketing for HISTORY, HISTORYHD, Crime Investigation Network, Crime & Investigation Network HD, BIO, BIO HD and MILITARY HISTORY across channels in the UK & Ireland, Sub-Saharan Africa, the Middle East, Benelux, Scandinavia and Central & Eastern Europe.

She will also be involved in coordinating and planning new and current business strategy together with the senior management team. Reporting directly into Priest are Richard Morgan, senior director, creative and Debra Johnson, head of communications.

Priest commented: "A+E Networks UK has some fantastic series which are performing well with UK and international audiences as well as exciting new UK commissions. I aim to significantly increase the reach and share of those brands to ensure that audiences across the world enjoy them as much as I do!"