

## CEO, Betaseries

Expert of OTT services and TV series marketing.

Having served since 1994 as VP or SVP in sales and marketing positions for various companies such as Warner Brothers (2016), Lagardère Studios (2014), Netgem (2004) or Eurosport (1994), he led the creation and launching of numerous TV services and xVOD offers.

He is currently CEO of Betaseries, a media platform running recommendation services for a community of 5 million monthly TV series fans and analysing TV series & OTT usages for the media industry.