

# Tarek Mounir Promoted to Vice President and GM Turkey, Middle East, North Africa, Greece & Cyprus

Friday, April 8, 2016

Turner Europe, Middle East and Africa (EMEA) today announced that Tarek Mounir is promoted to vice president and general manager Turkey, Middle East, North Africa, Greece & Cyprus.

Giorgio Stock, president Turner EMEA, said: "This promotion recognises Tarek's role in aggressively developing Turner's presence in the region and driving significant growth, across both free to air and pay TV platforms and in the non-linear space."

Rani Raad, president, CNN International Commercial, said: "Tarek has done an outstanding job of building strong teams whose creativity and enterprise across Turner's expanding Middle East portfolio have helped drive an overall growth trajectory in an increasingly important market."



Under Tarek Mounir's leadership, Turner has grown its channel footprint across kids, news and general entertainment, seen a sustained period of robust ad sales growth, engaged audiences with its growing brands, and developed a successful local content strategy through hits like Emirati cartoon Mansour in the UAE and Kral Sakir in Turkey. Mounir was hugely instrumental in innovative deals such as the soon-to-open Cartoon Network theme park zone, as well as the creation of Cartoon Network Studios Arabia. He also has revitalised the Turkey business since taking it over 18 months ago.

Tarek Mounir will be reporting into Giorgio Stock.

## **About Turner EMEA**

Turner International operates versions of core Turner brands including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Europe, the Middle East and Africa (EMEA), Latin America and the Asia Pacific region. It teams with Warner Bros. and HBO to leverage Time Warner's global reach. In the EMEA region, Turner



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currently operates 65 channels in 21 languages in 126 countries. Committed to innovation and development, its brands are available to audiences across the EMEA region via the web, VOD, DVD, gaming, mobile, merchandising, publishing or emerging platforms. Turner is a Time Warner company.

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