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# CNN INTERNATIONAL ASIA PACIFICS ELLANA LEE PROMOTED TO INTERNATIONAL ROLE

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Wednesday, September 10, 2014

## **EDITORIAL LINE UP BOLSTERED WITH KEY STAFF APPOINTMENTS**

Vice President and Managing Editor of CNN International Asia Pacific, **Ellana Lee**, has been promoted to Senior Vice President of CNN International, adding international oversight of the network's expansive roster of feature programs while continuing to manage CNN's editorial operation across Asia Pacific. Working in close partnership with colleagues at Turner International, Lee will also be charged with developing CNN International's business operations worldwide from the Asia headquarters in Hong Kong.

Making the announcement, Executive Vice President and Managing Editor of CNN International, Tony Maddox, said it's an important promotion and marks the first time for a senior international role to be based in Asia: "In this new role, Ellana becomes our most senior executive outside of the U.S.. Ellana is the perfect fit for this new role. She already has an important job on her hands looking after the network's editorial output in Asia Pacific but we're thrilled she will now undertake an international role overseeing the network's feature programming and spearheading business operations internationally."

Lee has had a longstanding and accomplished career at CNN, having initially worked in New York as a producer. She was named a 'Young Global Leader' by the World Economic Forum, is an Asia 21 fellow as awarded by the Asia Society, and is a graduate of Harvard's 'Global Leadership and Public Policy for the 21st Century' Executive Program.

CNN International today also announced further key staff appointments in Asia Pacific, strengthening the network's newsgathering and editorial capabilities in the region.

Other new roles to be based in the CNN International Hong Kong bureau include: Supervising Producer **Mitra Mobasherat**; Assignment Editor **Chieu Luu**; News Field Producer **Pamela Boykoff**; Business Field Producer **Felicia Wong**; Planning Editor **Bex Wright**; Business Planning Editor **Jonathan Stayton**; Features Producer **Michala Sabnani**; and Associate Features Producer **Alisha Haridasani**. In addition, Senior International Correspondent **Ivan Watson** moved to Hong Kong last week and will now be permanently based in Asia.

"This new structure helps us to continue delivering the outstanding editorial output across all platforms that has seen us serve audiences worldwide with award-winning newsgathering and programming. I couldn't be happier with the team we now have in place," said Maddox.

These appointments come after a string of recent awards and accolades for the network including the Royal Television Society's 'News Channel of the Year' for the second straight year and the 'Cable & Satellite Channel of the Year' at 2013 Asian Television Awards. In addition, the latest IPSOS survey results show CNN is the leading international news brand in the Asia Pacific region across television, online and mobile.

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## About CNN International

CNN's portfolio of news and information services is available in five different languages across all major TV, internet and mobile platforms reaching more than 380 million households around the globe, including over 53 million across the Asia Pacific region. CNN International, awarded "News Channel of the Year" by the Royal Television Society in 2013 and 2014, is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America. The CNN digital network is consistently one of the top news and current affairs destination on the web. CNN has 42 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner Broadcasting System, Inc., a Time Warner company. Get the latest social media updates from CNN at: [facebook.com/cnninternational](https://facebook.com/cnninternational) @cnnasiapr