



Globecast announces Juliet Walker as Chief Marketing Officer

Paris, France — 10th October, 2017 — [Globecast](#), the global solutions provider for media, announces the appointment of Juliet Walker as Chief Marketing Officer, effective immediately. In her new role, Walker is focused on enhancing Globecast's customer value proposition and driving profitable revenue growth. She will help diversify the company's product and services portfolio, innovate into new territories and reinforce the Globecast brand within its various markets. She reports to Globecast CEO Philippe Bernard.

"We're delighted to welcome Juliet to our very forward-thinking team," said Globecast CEO Philippe Bernard. "She has strong knowledge of B2B strategies and a keen ability to develop a tactical portfolio around emerging and rapidly developing markets. We know she will successfully build a roadmap for the future to offer our customers the most agile solutions for delivering media content to any platform, anywhere in the world on any device."

Walker brings nearly 20 years' experience to her role. She joins Globecast from Ooredoo Group, where she led Group Consumer Marketing for five years. Prior to that, she held several high-level management and marketing positions within the Orange Group. Walker holds an MA in Natural Sciences and a Ph.D. in Chemistry, both from Cambridge University, UK.

Commenting on her new role, Walker said, "I'm excited to join the talented team at Globecast, especially when the market is advancing with IP-based services and TV is shifting to an 'Everywhere' OTT experience: with viewers on second screens and mobile devices. Our strategy is to listen to our customers directly, to make sure they can get the right content to the right screen, on time and on budget. We know this means more than just innovating with the changing times; it's about offering high quality media management, satellite communications, and IP-based services that ease our customers' complexities and optimize their workflows. I will continue to help Globecast with this strategy so that our customers can tackle any challenges in their path and truly harness the value we offer."

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About Globecast

Globecast helps customers to manage their content and make it available wherever required, by anyone required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fibre and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks worldwide that are distributed via multiple platforms. The company remains the trusted partner for global coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience from 12 interconnected Globecast-owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg.

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