



## Christina Sulebakk Named GM, HBO Max EMEA

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Christina Sulebakk has been named general manager of HBO Max Europe, the Middle East and Africa (EMEA) after having served as general manager of HBO Europe, WarnerMedia said Wednesday.

In her new position Sulebakk will oversee the upgrading of HBO streaming services across those regions to HBO Max. She'll also be responsible for expanding HBO Max into more territories. Sulebakk reports to Johannes Larcher, head of HBO Max International.

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Existing HBO-branded streaming services in Europe will start the upgrade to HBO Max later this year.

Sulebakk also announced her HBO Max EMEA leadership team on Wednesday.

Roberto Soto will head up growth marketing, including leading and overseeing commercial strategy, business development, subscriber acquisition, CRM and customer service, social, brand, digital creative, and activations and publicity. Soto is just joining the company.

Line Mykland will lead the content experience team, which will be responsible for developing and implementing the editorial strategy and vision for HBO Max's EMEA platform. Mykland has been with HBO since 2012 and was deeply involved with the launch of HBO Nordic.

Brett Horowitz will oversee data, insights and planning, leading both the finance and strategy and data and insights teams. Horowitz has been with WarnerMedia for more than 17 years, starting in New York. Since 2013, he has served as CFO of HBO Nordic.

Tobias Andersson will serve as EMEA regional legal lead, reporting to HBO Max's global legal team led by David Ho. Andersson joined HBO in 2014 as general counsel of HBO Nordic and most recently served as deputy general counsel of HBO Europe.

Andres Ferdinand will lead product experience, with a dual reporting line into the HBO Max EMEA team as well as the HBO Max global product team under Sarah Lyons. Ferdinand is tasked with shaping the app experience across all major platforms throughout EMEA. He has been with HBO Europe since 2019 and has 18 years of experience developing consumer-facing products for the telecom and media industry.

Mark Spivey will be the talent lead, developing a strategy that supports HBO Max's overall priorities as well as shapes the culture in EMEA. With more than thirty years of experience, Spivey headed human resources for HBO Europe until last year when he moved into a global role working to define WarnerMedia's approach to succession planning, talent reviews, high-potential engagement and performance.

"With this strong group of executives, their great experience from decades of working within the D2C business and their highly skilled teams, we are more than ready to upgrade our HBO-branded services across Europe to HBO Max, while also planning, preparing and launching in many new territories across EMEA in the years to come," said Sulebakk in a statement.

[Images courtesy of HBO]