



Ex-Epix CMO Kirk Iwanowski Named CMO at AnyClip

06.09.2021

Kirk Iwanowski, formerly chief marketing officer and executive vice president at MGM-owned network and streaming service Epix, has been named CMO at AnyClip. In his new role, he will spearhead the company's global rebrand and positioning as it expands its product offering on the heels of closing \$47 million in investment funding.

AnyClip, which is based both in New York and Tel Aviv, offers a video management platform that is powered by artificial intelligence. The company's proprietary technology extracts data from video, allowing producers to then quickly capture those clips and insert them in their video products. The platform includes analytics, distribution, marketing and monetization among its features.Â

"Kirk is a proven brand-builder with an established track record of successfully launching and scaling video companies," said AnyClip President and CEO Gil Becker in a statement. "He has been in the space for decades, working with some of the most notable content creators and distributors in media and entertainment. From launching networks to film distribution companies to over-the-top streaming platforms, Kirk has deep experience in collaborating with partners to launch and grow subscription-based services at scale."

"In the post-COVID market, video proliferation is ubiquitous. While it's been on a steep trajectory in the media and entertainment sector for years, it's now pervasive across all Industry, regardless of vertical," said Iwanowski, also in a statement. "These business leaders and my colleagues in content marketing are grappling with how to activate and elevate their video. They're looking for an automated, data-based, go-to-market strategy that can be executed with nominal lift. We're responding with our proprietary Visual Intelligence Technology and the first AI-powered video management platform for business."

At Epix, Iwanowski helped the brand evolve from a movie channel to a premium entertainment service while also introducing the network to a mass television and streaming consumer audience on the heels of MGM's \$1 billion acquisition of the network in 2017. (MGM is in the process of being acquired by Amazon, a deal that was announced earlier this month.)

Prior to joining Epix, Iwanowski served as senior vice president of marketing of Bill Pohlad's Apparition Pictures and GK Film's FilmDistrict.

Before that, he spent a decade as executive president of Marketing at Sundance Channel, a joint venture of Robert Redford, NBC Universal and CBS. As a key member of the company's executive management team, Iwanowski helped lead the sale of the network to Cablevision/AMC Networks in 2008 for \$500 million.