



## Top Entertainment Companies Unveil Their Strategies in the new Commissioners Pitching Sessions at Conecta 2024

Programming executives will reveal their strategies, content needs, and new opportunities on **Prime Video, The Walt Disney Company Latin America, Disney+, RTI-Mediaset Group, Movistar Plus+, Rakuten TV, Max España, RTVE, GLOBO, and ZDF**, among others.

Keynote by **Javiera Balmaceda**, Amazon Studios Head of Originals for Latin America, Canada, Australia & New Zealand

Masterclass by **Isabelle Hen-Wollmarker**, expert in marketing, media, and innovation, former Head of Red Bull Media World & Immersive Experiences.

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**Madrid, May 27, 2024** - With less than a month to go before the event in Toledo, the participation of international entertainment figures as attendees and speakers continues to be confirmed for the eighth edition, which promises to set a new standard in terms of quality, effectiveness in meetings, and networking opportunities offered by its program.

### Conecta Commissioners Pitching Sessions -

New to this year's program, these sessions will be a key part of the event. Top programming executives from leading channels and platforms in America, Europe, and Spain will take the stage individually to explain their programming policies and decisions.

Each executive will discuss programming trends and provide valuable insights into their operations, including what they seek and the needs and interests of their companies. This is an exceptional opportunity for attendees to hear firsthand about the future plans and priorities of the leading content investors in the entertainment industry. The sessions will be open to all participants and the press.

**With the participation of:**

**Leonardo Aranguibel**, VP of Production, Head of Production Operations & Strategy, The Walt Disney Company Latin America - USA

**Mariana Pérez, VP**, Head of Development and Production, The Walt Disney Company Latin America - Argentina

**Pablo Ghiglione**, Head of International Co-productions, Globo - Brasil

**Jarmo Lampela**, Head of Drama, YLE & NEW8 - Finland

**Rita Gargano**, Development Executive International Co-productions, RTI - Mediaset Group (MFE) - Italy

**Wolfgang Feindt**, Commissioning Editor, ZDF - Germany

**Michele Zatta**, Commissioning Editor, International Coproductions Rai Fiction, RAI - Italy

**Javier Pascual y Alejandra Arostegui**, Disney + - Spain

**Alberto Carullo**, VP MAX Local Original Production Iberia & Italy, Warner Bros Discovery

**Susana Herreras**, Gerente de Contenidos de Producción en Ficción Original, Movistar Plus+ - Spain

**Maria José Rodríguez**, Head of Spanish Originals, Prime Video - Spain

**Daniel Gilgado**, Head of Original Content and Exclusive Acquisitions Rakuten TV - Spain

**José Pastor**, Film & Fiction Director, RTVE - Spain

**Diego del Pozo**, Gerente de Ficción, Atresmedia TV - Spain

**Keynote by Javiera Balmaceda at Conecta FICTION.-**

**Javiera Balmaceda** is the Amazon Studios Head of Originals for Latin America, Canada, Australia & New Zealand, overseeing the development of all local original content in those territories for Prime Video. In her keynote, **she will address crucial industry topics, including how creatives and executives balance creativity with strategic and commercial needs in audiovisual production.** She will discuss the impact of marketing and finance departments on the creative process and how uncertainty is managed in a saturated market. Additionally, she will explore the role of transmedia projects in today's industry.

Since joining Prime Video in 2017, Javiera has served as the creative lead on a growing slate of Amazon Original series including fan favourite **De Viaje con los Derbez**, **Llaves**, and **Noticias de un Secuestro**, as well as the wildly popular FIFAGATE drama **El Presidente** showrun by Armando Bo, the Emmy winning political talk show hosted by Diego Luna, **Pan y Circo**, and most recently the Golden Globe winner for Foreign Language Film, **Argentina, 1985** directed by Santiago Mitre and starring Ricardo Darin.

With a career spanning nearly two decades in the entertainment industry, Javiera Balmaceda has managed a range of content related departments for various international media companies, and most recently served as the Director of Programming for HBO Latin American.

A native of Chile, Balmaceda holds a Bachelor of Arts from Wesleyan University.



## Masterclass by Isabelle Hen-Wollmarker, expert in marketing, media, and innovation, former Head of Red Bull Media World & Immersive Experiences.-

**Entertainment Masterclass Session: *Elevating the Art of Creative Marketing in TV Streaming*.** Step into the future of entertainment marketing, where vision shapes viewer experiences and fuels engagement like never before. Through showcasing examples of marketing brilliance, we will inspire you to harness your creative potential. This masterclass is a journey into the heart of creative strategy, uncovering the artistry and innovation that captivate and maintain audiences across the globe. Embrace the challenge, and lead the charge in the evolution of TV streaming. This masterclass is presented at Conecta in collaboration with The Global Entertainment Marketing Academy of Arts & Sciences.

Isabelle Hen-Wollmarker is a seasoned media executive with a wide experience in successfully launching digital formats, products, services and platforms as well as growing brand awareness, market share and revenues locally and internationally. She has lead ambitious projects and business units for renowned companies and brands such as **Premiere, A&E/The History Channel, Google, Swisscom** and **Red Bull**, earning several awards and distinctions along the way. Highlights include establishing **The History Channel** brand around the world, launching the first true crime channel globally, launching the new digital **Swisscom TV 2.0** offering and bringing the **Red Bull** brand to life with immersive experiences that let consumers climb the Matterhorn or jump out of the Stratosphere in mindblowing mixed reality. She holds an MBA from the French Grande Ecole Essec and the University of Mannheim. She currently works independently on new projects in the field of immersive entertainment and digital innovation.



For more information about Conecta FICTION & ENTERTAINMENT and how to attend the Commissioners Pitching Sessions, Javiera Balmaceda's keynote, or Isabelle Hen-Wollmarker's masterclass, visit our website at [www.conectafiction.com](http://www.conectafiction.com).

**Conecta FICTION & ENTERTAINMENT** is a professional and international market focused on the creation, development, production, financing, broadcasting and marketing of television content, positioned within the top 10 international tv events of the audiovisual industry. Connecting industry and talent, fiction and entertainment and Europe and the Americas.

The eighth edition of Conecta FICTION & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha, on June **18-21, 2024**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

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Further information available at [www.eventconecta.com/en](http://www.eventconecta.com/en)  
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