



maria ufland

in my ten-something years in the TV industry I have learned to value relationships, healthy deal-making aggression is good however win-win deals and pleasant communication are key, clients would always bring new business to companies they enjoy dealing with.

I began my career in 1998 at ECM Ltd., a UK-based specialist in advertiser-funded programming, media consultancy and television rights distribution. I hold a number of positions at ECM both on the media consultancy and AFP sides and rose to become General Manager for Central and Eastern European (CEE) region

in August 2003 I became part of the MBO team of ECM executives who launched Screentime Partners, an international London-based TV rights distributor where I oversaw sales into the CEE, Scandinavia, Turkey and Israel. In April 2006 I joined the London headquarters of CME Development Corporation, the leading broadcaster in the CEE region, as a Region Manager for Projects Development overseeing synergy and cooperation projects between CME stations.

I hold Masters degree in Mass Media and Communications from the London School of Economics, Masters in Economics and Marketing from the St. Petersburg State University of Economics and Finance and a BSc in International Business studies from the University of South Alabama