



## Press Release

Paris, April, 14th 2016

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### **Xilam**

## **Sales Management Streamlining**

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European leader in the production of animated television series, digital platforms and film, Xilam has announced a streamlining of its sales management team in order to optimize global distribution of its programs.

Under the direction of Marc du Pontavice, Founder and President, the international sales department has been strengthened and is now built around a team of managers dedicated to specific geographical zones.

**Marie-Laure Marchand**, who has just recently joined the team (see press release dated 18 March, 2016), has also been given responsibility for Media Distribution in Asia, Oceania and Pacific countries as well as the USA and UK. Marie-Laure's title is **SVP Global Consumer Products & Media Distribution Asia-Pacific, USA and UK**.

**Jessica Delahaie** joins Xilam as **EVP Media Distribution EMEA & Canada** and will be in charge of sales in the German and Dutch/Flemish speaking countries (including the Netherlands and Flemish Belgium), Scandinavia, Eastern Europe, including Russia and the Balkan countries, Greece, Turkey, the Middle East and Africa, as well as Canada. Over the past six years, Jessica has been handling sales in CEE and APAC at Mediatoon Distribution. She started her career in the TV business at Canal J Acquisition Department (now Lagardère Active), and then at MK2 TV Production Department, before joining Mediatoon Distribution in 2007, as Assistant and soon Sales Manager.

**Leyla Formoso** has also strengthened the team as **VP Media Distribution Latin America & Iberia**. Her mission is to develop TV sales in all Spanish and Portuguese speaking territories: Latin America, Spain, Portugal and the Hispanic community in the United States. **With her bicultural, Franco-Venezuelan** origins, Leyla was responsible between 1998 and 2005, for sales management of Nelvana in South-America, Spain and Portugal before

venturing off and creating her own production, co-production and international distribution structure, one that she has run in South America for the last 10 years.

And finally, **Giulia Fittante**, who has been administrating sales for Xilam for the last four years, is promoted to **Sales Manager**. On top of her administration duties, she will be given responsibility for television sales in Switzerland and French speaking Belgium, Israel, TV5 Monde and In-flight broadcasting.

Over the last several years, Xilam has experienced a strong increase of international sales with over 16 million euros in contracts signed during the 2014-2015 calendar year. Our new sales streamlining should allow Xilam's sales' department to keep pace with our strong growth in production volume (six series currently in production) but also guarantee optimal coverage of global markets; especially in the context of the growing segmentation of markets around the world and the emergence of new viewing practices, notably digital platforms.

The new appointments take effect immediately and our new sales team may be reached at the following numbers and email addresses:

- **Marie-Laure Marchand**     [mlm@xilam.com](mailto:mlm@xilam.com)     **Tel: 33 – (0)1 40 18 72 51**
- **Jessica Delahaie**     [jdelahaie@xilam.com](mailto:jdelahaie@xilam.com)     **Tel: 33 – (0)1 80 48 65 63**
- **Leyla Formoso**     [lformoso@xilam.com](mailto:lformoso@xilam.com)     **Tel: 33 – (0)1 40 18 72 25**
- **Giulia Fittante**     [gfittante@xilam.com](mailto:gfittante@xilam.com)     **Tel: 33 – (0)1 40 18 72 26**

#### **CONTACT:**

##### **Xilam Animation**

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##### **About Xilam**

Founded in 1999 by Marc du Pontavice, Xilam is a production company specializing in family-oriented, audiovisual and multimedia content. Xilam creates, produces and distributes cartoons, animated series and feature films for TV, the cinema and all cutting-edge technological and media platforms.

With a catalogue of 1500 episodes of internationally acclaimed programs, Xilam currently employs 300 people, including 200 artists, operating from its three studios: Paris, Lyon and Hô-Chi-Minh City, Vietnam.

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