



MARKETING COMMUNICATIONS (MARCOM) COMMITTEE FY 2021-22

The Marketing Communications (MARCOM) Committee focuses on activities and education to increase awareness and adoption of home entertainment products including displays, devices, platforms and services. The group identifies actionable projects designed to foster continued industry growth and publicizes its initiatives. Task forces are created within the group to address key initiatives established by the DEG Board of Directors.

Members

Dana Ortiz
Vice President, Emerging Platforms & Content Licensing
A+E Networks

Jennifer Ball
Senior Vice President, Marketing
BBC

Yolanda Macias
Executive Vice President, Acquisitions
Cinedigm

Kim Staruk
Vice President, Marketing
Cinedigm

Erin Carter
Senior Vice President, Marketing
Lionsgate

Tiffany Olivares
Vice President, Publicity & Digital Engagement
Lionsgate

Eric Anderson
Senior Manager, Editorial Marketing
Movies Anywhere

Hilarie Hildebrandt
Senior Vice President, Customer Marketing
Paramount

Alana Powers
Senior Vice President, Global Brand Marketing
Paramount

Craig White
Senior Vice President, Worldwide Sales & Distribution
Paramount

Tonya Harley
Vice President, Marketing
PBS Distribution

Stacey Politi
Senior Vice President, Marketing & Creative
Starz

Nadia Haney
Vice President, Emerging Technology & Global Marketing
Universal Pictures Home Entertainment

Hilary Hoffman
Global Executive Vice President, Marketing
Universal Pictures Home Entertainment

Lea Porteneuve
Senior Vice President, Global Publicity
Universal Home Entertainment

Fonda Berosini
Executive Director, Communications
Walt Disney Company

Chris Bess
Executive Director, Global Publicity & Marketing Communications
Walt Disney

Scott Gaudet
Vice President, Partnership and Distribution Marketing
Walt Disney Company

Michael Huntsman
Vice President, Digital Customer Marketing
Walt Disney Company

David Kite
Senior Vice President Distribution Marketing
Walt Disney Company

Stuart Herriott
Vice President, Publicity
Warner Bros.

Emily Zalenski
Senior Vice President, Corporate Communications/PR Home Ent & Content Licensing
Warner Bros.