

Daniela Matei**CEO Nordic, Central-Eastern Europe and The Balkans, FremantleMedia**

Daniela Matei has accumulated over 18 years experience as an executive in various media industry related areas including advertising, television production, and broadcast, mastering a wide array of activities from sales, to production, development, scheduling or promotion.

Since February 2010 she is the CEO Nordic, Central-Eastern Europe and the Balkans for FremantleMedia Productions, with the responsibility of leading the further growth of the company's business across the region.

After ProSiebenSat1 Media Group acquired SBS Broadcasting in the summer of 2007, Ms. Matei became its Senior Vice President, Group Production and Development. In this position she led the group's development strategy and was directly responsible for the production activities of the international territories, with a focus on multi-territory co-productions (such as Wipe Out, Strictly Come Dancing and Silent Library to name a few).

As SBS's Vice President Production since May 2001, Ms. Matei has been responsible for the group's major formats development, acquisition and production. She was involved in Scandinavia, Benelux and Central-Eastern Europe with shows like Temptation Island, The Bachelor, Joe Millionaire, Extreme Makeover, The Biggest Loser, Peking Express, Stars on Ice, Megastar – to name just a few. Offering programming and scheduling support to the group's channels was also part of Ms. Matei's remit.

From 1998 and 2001, Ms. Matei was the founder and CEO of Creative Vision International, a production company based in Bucharest, Romania, servicing broadcasters in Central-Eastern Europe. Prior to CVI, Ms. Matei held various executive positions with advertising agency Graffiti/BBDO and its local media arm.

Ms. Matei lives in Munich and is a Romanian and UK citizen.

She is an Advisory Board Member of the Entertainment Master Class.

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