

NUVOtv Appoints Cable Veteran Laura Masse Executive Vice President, Marketing

Masse will oversee all marketing efforts for the network and will report to Michael Schwimmer, Chief Executive Officer, NUVOtv.

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/EINPresswire.com/ -- [NUVOtv](#), the premiere English-language entertainment network created for the Modern [Latino](#) audience, announced today that award-winning cable marketer Laura Masse has joined the network as Executive Vice President, Marketing.

In this newly-created position, Masse will oversee all marketing for the network, including brand strategy, creative services, on-air promotion, consumer marketing, corporate communications as well as the network's digital presence across platforms. She is based in Los Angeles and reports to Michael Schwimmer, Chief Executive Officer, NUVOtv.

"Laura is one of the preeminent brand marketers in the television business, having achieved tremendous success in helping to build and strengthen marquis network brands including Discovery Channel, AMC and Hallmark Channel," Schwimmer said. "We are thrilled to welcome her to the NUVOtv team at this exciting time in our own network's growth and development."

With more than 20 years experience as a senior marketing executive, Masse brings to NUVOtv a breadth and depth of experience across traditional and digital marketing disciplines.

Before joining NUVOtv, Masse founded LBM, a marketing consultancy that advised high-profile entertainment clients, including AMC Networks, Madison Square Garden, The Rockettes and RLTV on brand architecture, strategic planning and integrated marketing solutions.

Previously, she was Executive Vice President, Marketing for Crown Media Holdings, Inc., owner



Laura Masse, Executive Vice President, Marketing, NUVOtv

and operator of Hallmark Channel and Hallmark Movie Channel. There, she oversaw all facets of brand-building and marketing for the channels, designing multi-platform strategies that propelled Hallmark Channel to consistently rank in the Top 10 in average primetime HH ratings.

Prior to her work at Hallmark Channel, Masse was Vice President, Marketing for American Movie Classics (AMC). There she directed the competitive repositioning of the network from American Movie Classics to AMC.

Before AMC, Masse drove marketing initiatives for Discovery Communications, directing distribution marketing for both Discovery Channel and TLC. She also successfully launched Discovery Channel Online.

Masse and her teams have won numerous accolades for their work, including CTAM GOLD Mark Awards and Multichannel News' Campaign of the Year for the successful television premiere of March of the Penguins. Masse has been awarded the Brand Builder Award by Promax & BDA, which recognizes innovative marketing and promotion executives responsible for leading today's premier broadcast and cable companies.

About NUVOTv

NUVOTv (www.myNUVOTv.com) is the premiere English-language entertainment network created for Modern Latinos, embodying the spirit and multi-dimensional lifestyle of the modern Latino audience.

Providing an array of original lifestyle programming resonating with the bilingual and bicultural Latino audience, NUVOTv is [available](#) in more than 32 million homes nationwide with major distribution partners: AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FIOS. The network is widely available in the top Hispanic DMAs and most major US markets including Los Angeles, San Francisco, Miami, Chicago and New York.

Iconic superstar and powerhouse entrepreneur, Jennifer Lopez serves as NUVOTv's Chief Creative Officer collaborating closely with the network regarding programming strategy, creative elements, production and marketing.

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