

New leadership for Turner Africa

Turner has appointed new leadership for Africa and French-speaking territories, which will report into Jamie Ondarza, senior vice president for Southern Europe and Africa, who has headed up French market activity since 2010.

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Guillaume Coffin is promoted to the position of VP head of commercial and business development, covering all sales activities for the group in the region made up of France, French-speaking territories, Africa and Israel. These include channel distribution, advertising, content sales and digital media income.

"Guillaume has done fantastic work in sales for Turner, he has a strong reputation in the market and possesses strong strategic and negotiating skills," said Ondarza.

Julien Borde is joining Turner in the newly created position of head of channels for the region. He will be in charge of all editorial activity for Turner's kids and general entertainment brands, a brief that includes content, marketing, communication and digital media.

In the words of Ondarza: "Julien has a long track record in the area of kids and entertainment programming, with proven competence in content production, programming, acquisition, digital media and marketing. I am delighted to welcome Julien to our editorial team."

Coffin has been at Turner for most of his career. As director for sales and business development, his brief has grown to include Africa and Israel since 2014, expanding from responsibility for France and French territories under his management since 2013.

From 2011 to 2013 he was director for distribution, after heading the digital media project from 2008 to 2011. Coffin started out at Orange as project manager for performance management and improvement, then as project manager for music products in the content division from 2004 to 2008. He is a graduate of the prestigious École des Mines, Paris.

Before joining Turner, Borde was managing director for digital services programming at France Télévisions. He previously held positions at the company, including managing director in charge of the SVOD project and secretary-general for programs at France 3.

He first joined France Télévisions in 2005, as head of the kids unit at France 3, before assuming responsibility for kids at France Télévisions. From 1997 to 2005 he was successively deputy director under the director of programs, with responsibility for broadcasting and programs, then executive director for programs and production at Disney Channel France.

A graduate of Science Po Bordeaux and the Ecole Supérieure de Commerce Paris, with a Master's degree in Media, Julien Borde began his career as a programmer at the Canal J channel.

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