

# Meet Marianna



## Marianna Kritikos

Vice President of Commercial Advertising and  
Partnerships at Hearst Networks EMEA

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Marianna Kritikos is the Vice President of Commercial Advertising and Partnerships at Hearst Networks EMEA.

With a distinguished track record marked by unique leadership and strategic acumen, Marianna is also the Regional Director for Nordics & Benelux, where she spearheads revenue growth initiatives with unparalleled expertise.

A dedicated advocate for professional development and social mobility, Marianna is renowned for her adept management of cross-functional teams and fostering a culture of excellence and innovation. She's all about nurturing talent and leading her teams to success.

With over two decades of experience in broadcasting, having previously held positions at Sky and Turner, she has unwavering commitment to driving strategic, commercial, and operational excellence.

Beyond her professional endeavors, Marianna is a devoted mother to her daughter and son, balancing her demanding career with family time. Proud of her Greek-Irish heritage, she finds comfort in cooking and enjoys hosting big gatherings.

Marianna enjoys downtime by painting, drawing, or connecting with nature.

Marianna Kritikos continues to thrive, guided by a vision of innovation, collaboration, and unwavering dedication to excellence in Italy.