

# Meet Dean



## Dean Possenniskie

Managing Director Hearst Networks, Europe, Middle East and Africa (EMEA)

Managing Director Hearst Networks UK  
(a Hearst and Sky joint venture)

**HEARST**  
NETWORKS  
EMEA

*Sharing stories  
that matter*

The architect of Hearst Networks' growth and development over the past decade and a sculptor of high-performance teams and talent, Dean Possenniskie is the company's leader.

As Managing Director of both the EMEA and UK arms of Hearst Networks, Dean has driven change, growth, and new partnerships, making Hearst Networks a diversified leader across the EMEA media landscape. Leading through a clear company vision and purpose has been a key foundation for Dean. "First and foremost, we're a company that believes in and delivers on our purpose of 'Sharing Stories that Matter,'" he says. "Creativity and storytelling are at the heart of our business, making a positive impact with the millions of people our brands reach each month."

Dean has led Hearst Networks into new innovative partnerships such as with Sky History in the UK, Sky Crime in Italy, Amazon & Apple SVOD channels across Europe, Free-to-air and FAST channels in the UK, and YouTube originals aimed at reaching new younger audiences with short form creative content. In 2025, Dean led the company's develop original, scalable content brands across digital, audio and emerging platforms, focusing particularly on YouTube. Under his stewardship, leading platform partners such as Sky, Vodafone, Amazon, Telefonica, Liberty Global, Canal+ and many others have embraced the company's vision to share Hearst Networks' quality and innovative programming across the EMEA region.

Dean has reshaped the company to be leaner, focused and more agile with a greater diversity of talent and skills. Under his direction, Hearst Networks is now a 'diverse, talented, purpose-led company that leads change and grows value' – a new mission articulated as part of his broader cultural shift, something that received glittering recognition in 2024 the shape of Hearst UK being awarded Best Workplace for Women and Best Workplace in Advertising & Media, by Great Place to Work® – the global authority on workplace culture.

Before joining Hearst Networks, Dean was recruited to BBC Worldwide as General Manager, SVP Channels in 2006 to lead the creation of a new EMEA Channels business which would fully reflect the quality and diversity of the BBC's programming and brands. Dean grew the company from a team of 20 people to over 150 during his tenure, launching five new brands, including BBC Knowledge and BBC Lifestyle, and more than 20 new channels across EMEA. The BBC headhunted Dean from his role as General Manager Emerging Markets at Viacom Media Networks, where he led the company into new partnerships across Russia, Central & Eastern Europe, the Middle East and Africa, launching new channels such as MTV Turkey, Comedy Central Poland and Nickelodeon Russia.

In 2025, Dean was elected as a member of the International Academy of Television, recognising his leadership and ongoing commitment to driving excellence across the global television industry. Dean holds three London Business School qualifications and is a graduate of the Hearst Management Institute, while holding an Honours Degree from Massey University, New Zealand. "I love to read and learn and immerse myself in new experiences and cultures," he says, which explains his success in growing businesses and partnerships in diverse countries and cultures throughout his career.