

Meet Izabella



Izabella Wiley

SVP General Manager, Poland and CEE

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SENIOR LEADERSHIP TEAM

Named one of the 50 most influential women in Poland, Izabella Wiley is a blue-chip leader in TV east of the Elbe. As General Manager and Senior Vice President Poland, Central and Eastern Europe (CEE), Izabella drives new and exciting business growth for Hearst Networks on the Continent.

In February 2022 she launched HISTORY Play into Hungary, the company's first streaming brand in CEE, while in Romania, Izabella's team donates textbooks to high schools, drawing in a new audience to the network's factual content. It's this business acumen, forged over five years at the Berlin School of Creative Leadership, that Izabella combines with a deep knowledge of the Eastern European market.

As well as championing the brand's global hits, Izabella is immensely proud of successful local commissions, like 2018's *Once Upon a Crime* where crime authors narrate stories of real murders and *The Hunt for Baltic Gold* in 2019, telling the weather-beaten tales of Poland's daring amber miners.

Before joining Hearst Networks (formerly known as A+E Networks) in May 2013, Izabella was SVP of Viacom International Media Networks. There, she brought the Comedy Central brand to Poland, which became so popular that the network launched a sister channel Comedy Central Family. Izabella also launched an HD channel for MTV internationally, drove their global efforts in developing 3D projects and brought Nickelodeon HD to Russia and Poland. Under her leadership, Viacom's profitability in the region increased tenfold.

In her native Warsaw, Izabella is recognised as one of the foremost strategists in TV. *Home & Market* magazine put her in the top 50 most influential women in the country, something she was especially pleased with as she's excited by all things interior design. And the recognition kept coming, being a finalist for the Businesswoman of the Year award by BRE Bank and Radio PIN and winning the 'Keep Walking' prize as voted by Newsweek readers. Izabella is also a member of the Emmy Awards Academy.

As a successful woman in business, she is keen to encourage others, as she sits on the Management Board at LiderShe, a Polish association of exceptional women who lead. In 2018 the WICT Network - a US organisation empowering woman in media, entertainment and technology - named Izabella as their Woman to Watch in the programmer category. She hosts the Women in Media Breakfast too, a panel discussion exploring the changes and challenges women face in the industry.

Izabella is also the ambassador for Hearst Networks' ongoing corporate social responsibility initiative, End Abuse Against Women, which aims to raise awareness and fundraising for the cause of domestic abuse across EMEA.

A wife, a mum, a bilingual TV aficionado; life for Izabella is full tilt. She says that her role as General Manager to half a continent sees her travel frequently but, she confesses, "rarely lightly".