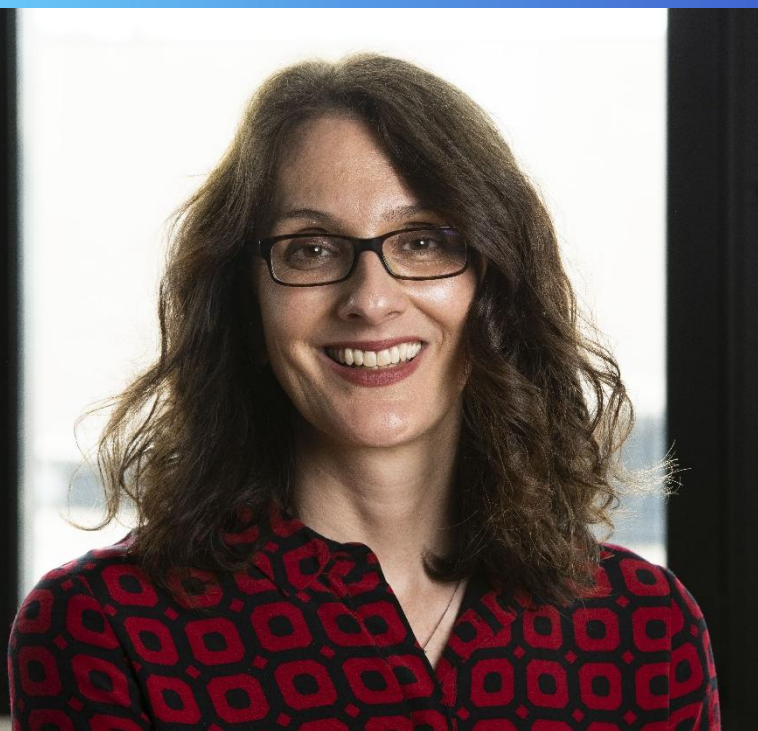


Meet Julie



Julie Mitchelmore

Vice President of Product and Commercial Partnerships, and Regional Director of Middle East and North Africa

HEARST
NETWORKS

*Sharing stories
that matter*

Julie Mitchelmore serves as the Vice President of Product and Commercial Partnerships at Hearst Networks and the Regional Director for MENA. Over the past five years, she has played a pivotal role in expanding the company's product offerings and services, demonstrating her strong leadership and strategic vision. Julie currently oversees the streaming and affiliate commercial partnerships and revenue streams within the UKJV.

With over a decade of senior management experience, Julie has successfully led a range of product launches, commercial partnerships, and strategic initiatives. She expanded Hearst Networks' streaming portfolio by introducing Crime+Investigation Play and HISTORY Play on platforms such as Amazon Prime Channels, Apple TV Channels, and YouTube's Primetime Channels. Julie also led the 2022 UK direct-to-consumer launch of Crime+Investigation Play, further building on the success of the company's first streaming service, BLAZE.

In 2024, Julie continued to grow Hearst Networks' FAST channel portfolio with the launch of History Hunters and Deal Masters across multiple platforms. These channels now complement the existing UK channel lineup, which includes Inside Crime, Mystery TV, and World War TV.

Before joining Hearst Networks, Julie spent over 18 years at Sky, where she led VOD strategy and UI merchandising. She was instrumental in the successful launches of Sky Q, Sky Kids, NOW TV, Sky Store, and Sky Anytime+.

Julie is passionate about delivering exceptional customer experiences and building strong commercial relationships, ensuring that viewers and partners alike embrace Hearst Networks' mission of sharing impactful stories.

Outside of work, Julie enjoys spending quality time with her family, taking long walks with her Romanian rescue dog, dining with friends, travelling, and staying active through running and spin classes.