



Imira Entertainment increases its International Sales Team in the run-up to Mipcom

Imira Entertainment, one of the world's leading distribution companies of premium kids & family content, has hired Gulshan David as VP of Media Sales for the EMEA and North America Markets.

Gulshan David has over ten years' experience in the entertainment and digital content business, eight of those in sales and international business development, focusing principally on EMEA, UK, South East Asia and India Sub-Continent.

Prior to Imira, Gulshan was head of Content sales & distribution at Toonz Entertainment and managed the studio's distribution business of internationally co-produced kids and family shows; including the Imira catalogue, for APAC & MENA territories.

Sergi Reitg, CEO of Imira Entertainment adds *"Gulshan brings with him vast and valuable experience and a proven sales track-record in kids and family content. Strengthening and expanding our International Sales teams and regional presence is key to providing a second-to-none working relationship with our broadcaster and digital clients for their programming needs"*.

At Imira, Gulshan will be handling sales for EMEA and North America for extensive 150+titles & 3000+hh catalogue of premium kids' content, along with Miguel Bosch as Sales Manager and alongside Begoña Esteban, the International Sales Manager for Latam and US Hispanic.

About Imira Entertainment

Barcelona and Madrid based Imira Entertainment, a Toonz Media Group company, is a producer and distributor of quality kids & family programs. It creates and distributes innovative content with strong editorial lines, and a universal appeal aimed at kids from preschool to tweens. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, VOD, licensing, merchandising, mobile and publishing). Imira Entertainment distributes a catalogue of over 3,000 half hours of premium kids animation and live action series and feature films.

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