

Zattoo, a TV Streaming Services Company, Welcomes Stuart Cleary as Chief Commercial Officer

Hamburg, Germany — July 1, 2020 Renovata & Company is pleased to announce the placement of Stuart Cleary as chief commercial officer for Zattoo, a TV-as-a-service business for TV operators across Europe. In this role, Cleary will lead all sales, marketing and client success teams for Zattoo's next stage of growth.

Founded in 2005, Zattoo started its service by streaming the FIFA World Cup 2006 in Switzerland. Since then, Zattoo Live TV has successfully navigated disruption across the TV, media and economic landscape to grow into a successful business with 170 employees located in Switzerland, Germany and the US. The company, which sells direct to the consumer and operates as a third-party platform for other businesses to deliver content to clients, has maintained 30 percent year-on-year growth for the past decade. Today, Zattoo is available on smartphones, tablets, desktop and smart TVs.

In April 2019, Tamedia acquired a majority interest in Zattoo to further expand in Europe and beyond. Based on the wider market opportunity and success of Zattoo's B2B business, the company is planning to reinforce its efforts in this segment and transform from a B2C company into a B2B company with a B2C offering.

Cleary is on the management team driving this business shift. He is leading the sales and marketing teams to build out the client base to large telecoms operators and over-the-top (OTT) media services in Europe. In addition to building the client base, he will set the commercial growth and expansion strategy and optimize Zattoo's teams, systems and processes.

"Stuart will be responsible for developing a strong commercial team, expanding Zattoo's market presence and developing the company's strategy as part of the management team," says Thomas Jepsen, Renovata & Company partner. "He has a track record of developing multi-level sales-driven teams, delivering actionable strategies and meeting growth targets."

Cleary joins Zattoo from Amazon Prime Video in London, where he was responsible for distribution of the Amazon Prime Video service on pay-TV platforms in Europe, the Middle East and Africa. Prior to Amazon, he held senior-level business development, product marketing and product management roles at Akamai Technologies, where he launched industry-shaping video streaming and analytics services. Before joining Akamai, he worked with multiple startup and growth-stage tech companies in Silicon Valley, California in a variety of sales and marketing leadership roles.

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