

News about Pay TV

AMC Networks International names Ricardo Debén Executive Vice President and Managing Director of Its Latin America Division

The veteran executive has been with the company since 2007. He succeeds Eduardo Zulueta, the new President of AMC Networks International.

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AMC Networks International – Latin America (AMCNI – Latin America) announced the appointment of current Chief Financial and Administrative Officer Ricardo Debén as the division’s Executive Vice President and Managing Director. Debén replaces Eduardo Zulueta, whose leadership of AMC Networks International became effective November 1. Debén continues to be based at the company’s corporate offices in Miami, reporting directly to Zulueta.

“In his 11 years with our organization, Ricardo has shown himself to be a solid leader whose executive skills and strategic business vision have been key to moving our organization into the future in the competitive Latin American market,” Zulueta remarked. “I can’t imagine a better successor to take the reins of this important and successful division.”

In his new position as Executive Vice President and Managing Director, Debén will be responsible for supervising commercial, content-related and promotional activities for the division’s portfolio, which includes six brands in Latin America and the US Hispanic market: AMC, El Gourmet, Film & Arts, Europa Europa, SundanceTV and Más Chic.

Debén joined Chellomedia in 2007, prior to the company’s acquisition by AMC Networks. During this time, he played a key role in landmark deals that defined the history of Chellomedia, among them the joint venture with Dremia that strengthened the company’s leadership in Portugal and the Portuguese-speaking regions of Africa, and the acquisition of TEUVE, its main competitor, which resulted in the consolidation of what today remains the largest conglomerate of specialty networks in the Iberian market. A turning point in his career was AMC Networks’ acquisition, which marked the beginning of the group’s global expansion. Since his involvement in the Latin America executive team for AMCNI, Debén has been instrumental in the division’s successful management, which has resulted in double digit ratings growth across its portfolio in 2018.

Before joining Chellomedia, Debén was part of the executive teams at GE, Paramount HEI and Whirlpool, where he was responsible for financial management, new business, mergers and acquisitions.

Originally from La Coruña in Spain’s Galicia region, Debén graduated with honors in International Business Administration from Ulster University in Northern Ireland and is accredited by the Advanced Management Program at Spain’s IESE Business School.