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FOR IMMEDIATE RELEASE:

Super Channel announces internal restructuring, hires three new staff

Tanuka Roy appointed Chief Operating Officer

Stacey Brooks joins the company as Director, Marketing

Eva Lonoza and Ben Cheema join as Managers, Distribution Sales & Marketing

**EDMONTON (July 25, 2023)** – Super Channel today announced an internal restructuring that will see its current Revenue, Marketing and Creative Services departments combined, with **Tanuka Roy** appointed to **Chief Operating Officer**, overseeing the newly formed department.

Tanuka joined Super Channel in January of this year as **Chief Revenue Officer**, responsible for leading Super Channel's deployment into new platforms and related revenue streams, including FAST channels, as well as to develop and enhance the company's relationships with BDU Affiliates through the implementation of co-operative marketing campaigns. She now adds oversight of the company's Consumer Marketing and Creative Services functions to this new role and continues to be based in Toronto reporting to **Don McDonald, President & CEO**.

"Tanuka has been a very valuable addition to our Executive Team since joining us earlier this year and has hit the ground running as we position ourselves to adopt new platforms and revenue streams," said McDonald. "This restructuring will allow our Revenue, Marketing and Creative Services teams to work more synergistically under Tanuka's leadership as we continue to grow and evolve in the ever-changing media landscape. I am excited to welcome Stacey, Eva and Ben to the team and look forward to the ways in which they will bring their knowledge and expertise to help grow Super Channel's subscriber base, consumer awareness and digital footprint."

Reporting to Tanuka will be **Stacey Brooks**, who joins the company as **Director, Marketing**. In this role, Stacey will be responsible for the company's direct to consumer marketing campaigns, on-air promotion, digital marketing strategies including all social media platforms, as well as corporate and channel specific branding.

Stacey is a seasoned industry professional who comes to Super Channel from **Bell Canada**, where she held a variety of senior level marketing positions spanning over 16 years. Most recently she was **Senior Manager, Marketing Communications, Bell Consumer**



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**Services** and was responsible for leading a team in the development and execution of mass awareness and digital marketing campaigns across wireless and wireline portfolios.

Also joining Super Channel, are **Eva Lonoza** and **Ben Cheema**, who each assume the newly created role of **Manager, Distribution Sales & Marketing**. Reporting to Tanuka, these two positions will be responsible for identifying and executing revenue generating opportunities across BDU and platform partners to drive subscriber growth and reduce churn.

Eva joins Super Channel most recently from **TELUS, Small Business Solutions** where she was **Channel Manager**. Prior to that, she was **Account Sales Manager** at **Bell Media, Content Sales & Distribution** for 7 years where she managed the development of sales strategies and plans across all Bell Media Premium and Specialty TV services (HBO, Crave, TSN, Discovery Channel and CTV Specialty) and all major TV providers nationwide.

Ben brings extensive experience in Affiliate Sales training at **Bell Media** to his new role at Super Channel. Most recently he was **Manager, Training Affiliate Sales** where he developed and implemented sales strategies to drive growth for Bell Media.

All appointments were effective as of July 24 and are based in Toronto.

### **About Super Channel Entertainment Network**

**Super Channel** is a national pay television network, offering subscribers exceptional entertainment value, uncut and commercial-free, with four diverse channels – Super Channel Fuse, Super Channel Heart & Home, Super Channel Vault and GINX Esports TV Canada – plus, access to Super Channel On Demand where available by service provider.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled teamwork that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company.

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