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## **MULTI VISION STREAMING NETWORK WELCOMES AMBER RASPBERRY MAYO AS A STRATEGIC ADVISOR IN MARKETING & PARTNERSHIPS**

Multi Vision Streaming Network (MVSN) announced today the addition of marketing expert Amber Raspberry Mayo as a Strategic Advisor in Marketing and Partnerships. With more than two decades of experience in marketing with global brands and startups, Mayo will lend her expertise on media strategy and buying, digital marketing, influencer strategy and partnerships.

Mayo has been a leader for some of the world's biggest brands from Samsung, Activision, Tidal, Electronic Arts, Uninterrupted, Dolby, Nike and Starbucks. She is best known for innovation and execution of unique experiences across digital and TV platforms for Samsung Mobile including the Ellen selfie moment, the first time the Oscars seamlessly integrated product placement into the show. Mayo's work elevating "The Next Big Thing" campaigns at Samsung included media strategy and integrations across major networks, sports properties, and digital platforms.

Through her extensive experience negotiating and managing partnerships across sports, music and entertainment, Mayo has relationships with the NBA, MLB, NHL, NFL, The Recording Academy, Dick Clark Productions (The AMAs, Billboard Awards and others), AMPAS and more.

*"I have worked with Amber for many years at the highest levels in the media and communications world," said Peter Friedman, MVSN. "She is incredibly knowledgeable about all facets of production, with media purchase and data gathering as her strong suits. She is a huge asset for MVSN moving forward, and we are lucky to have her as an advisor on the team."*

As part of the US-based team, Amber will work closely with Friedman, a former colleague and Nike veteran now heading production for MVSN as well as Director of Strategy, Steve Lewis.

*"Having Amber join the team feels like the dream team of All-Stars has taken the court," said MVSN CEO John Fenga. "The MVSN platform is now over two years in the making and the response from the US market has been overwhelming and clear. Production is catching up with viewer trends and consumers want more than simple TV when looking for online engagement. Amber's experience in pushing the boundaries, delivering new experiences, and driving*

*technology in media make her invaluable to our team. We are honoured to have her and look forward to working together."*

MVSN Technologies is a ground-breaking production and broadcast platform for both live and recorded content. MVSN's innovative viewing app enables multi-cast production allowing viewers to immerse themselves in the broadcast directing their own experience. Online or off, viewers can engage with cutting edge broadcasting from sports and entertainment around the world. For brands and producers, MVSN offers live broadcast with very simple setup, activating sponsorship and building a global fanbase for established and developing brands.

MVSN is the solution to execute a live event and content strategy.

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