



**Cécile FROT-COUTAZ**

Born and raised in France, Cécile Frot-Coutaz earned her MBA from the prestigious Insead business school in 1994.

When Pearson purchased the assets of Grundy Television, Frot-Coutaz was named Corporate Strategy Executive for the newly created Pearson TV. She then spearheaded the subsequent acquisition and integration of All-American Fremantle into the Pearson Television Group.

After a short stint in San Francisco creating online and interactive strategies for Pearson Television, Frot-Coutaz joined the North American headquarters of the newly rebranded FremantleMedia in Los Angeles, where she served as Executive Vice President, Commercial and Operations until her promotion to COO of Production in 2002, and CEO in 2005.

In 2012, she was appointed CEO of FremantleMedia, based in London.