



**HALLMARK MEDIA TAPS INDUSTRY VETERAN STEFANIE NIMICK AS
SENIOR VICE PRESIDENT, PORTFOLIO CONTENT DISTRIBUTION & PLATFORM MARKETING**

January 23, 2023, NEW YORK – Hallmark Media announced today the appointment of distribution executive Stefanie Nimick as senior vice president, portfolio content distribution & platform marketing. Based in Chicago, Nimick reports to Executive Vice President, Distribution & Content Strategy, Judi Lopez.

Responsible for managing Hallmark Media's strategic plans for renewals, contracts, and execution of content distribution to linear and digital partners, Nimick formulates progressive approaches to driving growth and meeting the company's forward-looking business needs. She identifies new opportunities for increased market penetration and revenue, supporting all business activities including sales, negotiation, strategic planning, and partnership marketing efforts.

"We are thrilled to have Stefanie on our team," remarks Lopez. "She is a seasoned leader with an outstanding track record of driving growth and revenue. As our company continues to elevate our distribution strategies, we value her fresh ideas, expertise in leading high performing teams and passion for advancing our business roadmap."

Before joining Hallmark Media, Nimick served as senior vice president, distribution & partnership marketing at STARZ for over six years. In this role, she led negotiation efforts with all major distributors for multi-platform distribution agreements on STARZ's legacy and emerging platforms. She also led the partnership marketing team to initiate new business growth in an expanding media landscape. Before STARZ, she served as senior vice president of distribution at AMC Networks for nearly 13 years, where she developed and implemented multi-distribution and marketing strategies for AMC, WEtv, IFC, Sundance and IFC Films. She also piloted content distribution & operations at Fuse Media. Nimick began her career in sales & marketing at Fox Sports and Fox/Liberty Networks.

Additionally, Nimick holds a key leadership position serving on the board of The WICT Network: New York Chapter, as Immediate Past President and Chapter Advisor.

Nimick graduated from the University of Florida with a degree in Telecommunications Management.

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ABOUT HALLMARK MEDIA

Owned and operated by Hallmark Cards, Inc., Hallmark Media is home to Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, *Miracles of Christmas*. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and spotlights movies and series from Hallmark Media's collection of original dramatic content. Hallmark Media is also home to Hallmark Movies Now, the company's subscription streaming service, which offers commercial-free, feel-good movies and series from Hallmark Channel, Hallmark Movies & Mysteries, and more, including exclusive content you can't find anywhere else.

For more information, please visit www.crownmediapress.com
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Hallmark Drama on Social Media: [Facebook](#), [Twitter](#)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#)
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