



CROWN MEDIA APPOINTS JUDI LOPEZ AS EVP DISTRIBUTION & CONTENT STRATEGY

Long-time Crown Distribution Execs, Lisa Barroso, Holly Henderson, and Raquel Williams Promoted

NEW YORK, December 1, 2021 – Crown Media Family Networks announced today that 30+-year cable industry veteran, **Judi Lopez**, has been tapped as executive vice president of distribution & content strategy. Lopez will report to President & CEO, **Wonya Lucas**. In addition, three key, long-time members of Crown Media’s distribution team have been promoted: **Lisa Barroso** assumes the elevated position of senior vice president of content distribution & strategy; **Holly Henderson** advances to senior vice president of distribution; and **Raquel Williams** becomes vice president of distribution. Barroso, based in Chicago, and Henderson, based in Studio City, report to Lopez. Williams, based in Studio City, reports to Barroso.

An integral member of Crown Media’s senior leadership team, Lopez oversees every aspect of sales, negotiations, strategic planning, and marketing efforts related to the company’s content distribution. She is charged with identifying new opportunities for revenue growth and increased penetration with current distribution partners, while also implementing a strategic vision to expand Crown Media’s carriage across the evolving OTT and nonlinear landscape.

“Judi is a strategic visionary, highly respected professional, and incredibly knowledgeable about the industry as a whole and the evolving complexities of the content distribution landscape,” said Lucas. “Judi’s accomplishments as a champion for diversity and inclusion, as well as her keen business acumen distinguish her as the perfect candidate to join our Crown Media team. I’d also like to congratulate Lisa, Holly, and Raquel on their expanded leadership roles within the company.”

“I am deeply grateful to have a career that I love and that it has led to this amazing opportunity to work alongside Wonya Lucas and her team at Crown Media, some of the brightest and nicest people in our industry,” said Lopez. “I’m excited to help expand the already impressive reach of one of the most beloved brands in media and to build upon the amazing work already done to reach an even bigger and more diverse audience.”

Prior to joining Crown Media, Lopez held a 13-year tenure at Fuse Media as head of content distribution, advocacy & government affairs, and partnership marketing. In this capacity, she led content distribution across all linear and non-linear platforms, spearheading decision making on analysis, strategy, operations, negotiations and partner relationships. Acting as the company’s Latino and multicultural specialist, she also created, led, and monitored company advocacy policies and government affairs for two Latino networks. Previously, Lopez acted in senior executive positions at AMC Networks, including leading the national content distribution strategy and marketing efforts for AMC, Bravo, IFC and WE tv. Prior to AMC, she worked in executive roles in the finance, distribution, and new business development divisions for Disney and ESPN Media Networks, where she led the company’s C-band (Disney Channel Home Satellite) business and was part of the inaugural team that originally launched the network with DIRECTV and DISH Network.

Page 2 – Lopez Tapped as Crown Media Family networks EVP, Distribution & Content Strategy

Lopez was appointed to the Federal Communications Commission’s Federal Advisory Committee on Diversity in the Digital Age under former FCC Commissioner Mignon Clyburn, in addition to serving as the first female and minority chairman of the board for T. Howard Foundation. Industry accolades include being named a Multichannel News Wonder Woman in 2015, recognition on Cablefax’s Diversity List for 13 years running, and earning a spot on Cablefax’s Most Powerful Women in Cable list for 11 consecutive years. She graduated from Cal Poly Pomona with a Bachelor of Science degree.

Previously senior vice president of content distribution & strategy, Barroso began her career at Crown Media in 2000 as accounts receivable coordinator, quickly transitioning to the distribution department and steadily rising the ranks in a series of ascending positions. An integral member of the distribution team, Henderson joined the company in 2009 as director of distribution. Most recently she acted as vice president of distribution. Hired in 2013 as director of distribution and a highly valued member of the team, Williams’ promotion to vice president comes on the heels of being elevated to senior director of distribution in 2020.

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ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks 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 Crown Media’s collection of original dramatic content. Crown Media Family Networks 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. Crown Media Family Networks’ publishing extension, Hallmark Publishing, offers original novels, as well as books adapted from Hallmark original movies.

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