

Carlos Hertel leads new world sales division at Bavaria Media



Geiseltal, July 17th 2017 - **Carlos Hertel** (46) leads the new TV world sales of Bavaria Media GmbH as **Director of International Sales**.

After selling its shares in Global Screen, Bavaria Media now continues the successful world sales tradition under the new name **Bavaria Media International**.

Previously, Carlos Hertel headed the international sales operations at Tele München Group for eight years. Before he worked at Telepool in Munich in various positions.

His professional career began at the international TV sales division at Bavaria Media under the leadership of TV world sales veteran Rosemarie Dermühl.

Dr. Rolf Moser, CEO of Bavaria Media: “We are happy to have won Carlos Hertel, a former ‘Bavarian’ to revive Bavaria’s legendary sales tradition. His multi-linguistic skills, his extensive branch network and long lasting experience in international distribution, qualify him as the ideal head of our new international sales division.”

Carlos Hertel: “I’m very happy to return to Bavaria and I’m looking forward to this exciting task. Given the extensive and attractive library of rights at Bavaria Media and our great team, I’m confident that we can tie in with and further expand prior successes.”