



## RESS RELEASE

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### ERA GLOBAL ANNOUNCES ELECTION OF NEW BOARD OF DIRECTORS

**Brussels, Belgium, 24th June 2021** – Following the **Annual General Meeting 2021 (AGM)**, ERA GLOBAL announces the election of a new Board of Directors, with members from USA, Europe and Asia. The new Board will govern the activities of the association to the best interest of the international multi-channel and home shopping community for the next two years. Ken Daly, the current Chairman, will continue presiding over Board until the election of a new Chair, due to take place this September.

It's for the first time in ERA GLOBAL history that the elected Board has such a diverse structure and high representation of companies from all over the world. The structure of the new Board of Directors is aligned with the overall strategy and rebranding of the association as the global entity representing the multi-channel and home shopping industry. The association is currently the voice of member companies from Europe, the Middle East, the Americas, Asia and Australia, active all over the globe.

The association is pleased to announce that the election to fill positions on the Board of Directors has concluded with a unanimous vote of the General Assembly of the Annual General Meeting, held online on the 24<sup>th</sup> of June 2021. Congratulations to the following 14 individuals, including 7 re-elected Board Members and 7 new Board Members:

- **Andrew Malcher** - Founder & Executive Chairman, Brand Kreations LTD UK & Co- Founder & Non-Executive Director, High Street TV, UK
- **Andy Latimer** - CEO and Founder Blue Water Media, USA
- **Dieter Schneider** - CEO MediaShop Holding Group, Austria
- **Dr. Sergej Mazourik** - Chairman of the Board, Sankom, Switzerland
- **Eric Golani** - Co-founder, TV Products HK Ltd, Hong Kong
- **Jason Kong** – President, Global Home Shopping, China
- **Jeffrey de Veer** - Managing Partner IMRA, The Netherlands
- **Jonathan Gregory** - MD, Oak Lawn Marketing International, USA
- **Ken Daly** - CEO of JML, UK - current Chairman of the association
- **Mateja Luštek** – COO, Studio Moderna, Slovenia
- **Philip Bouldstridge** – Founder & CEO Industex, Spain
- **Poonam Khubani** - President TeleBrands International, USA
- **Sergio Myers** – CEO, Surging Media Group, USA
- **Sylvie Mouradian** - Product Marketing & Editorial Director, Stars Group, France



*„I thank all my current board members for their support throughout these two past years, some of the most challenging ever due to the current pandemic. For this year’s Board election, we’ve had strong candidates, which shows the strength of our industry and the constant interest and determination of our members to working together and constant investing in the community spirit. The first meeting of the Board is due to take place in Las Vegas in September 2021, when the Directors will convene to elect a new Chairman. In the meantime, Ken Daly, the Chairman in place, will continue to carry out his current duties. We thank him for all his dedication and commitment over these past years to transform ERA into the global representative of the Multi-Channel Home Shopping Industry.“* Dr. Julian Oberndörfer, Chief Executive Officer ERA GLOBAL, stated at the AGM 2021.

### **We welcome 17 new members to our community**

17 multi-channel companies from USA, Asia and Europe have joined ERA GLOBAL in the last year, all of the them being accepted by unanimous vote by the AGM General Assembly. With its new international members structure, our association strengthens its presence outside the EMEA region, amongst companies that share the same business DNA and use multi-channel means to market innovative products to consumers. Extending the reach outside of Europe was an important goal to reach prior to the first ERA GLOBAL show in USA, due to take place in September.

### **About the ERA GLOBAL Conference in Las Vegas**

The first ERA GLOBAL US conference for multi-channel and direct-to consumer companies worldwide is taking place from **20th to 22nd September 2021** in **Las Vegas**, at an exquisite location. Our attendees will enjoy in Las Vegas an excellent chance to network with suppliers and discover new opportunities in the home shopping industry at the event. We will provide a generous exhibiting space for the product suppliers, as well as designated business areas, perfect to hold meetings, exchange ideas and conduct business over the course of the 3-day event.

*“Given the overwhelming feedback we have received and the global development in particular regarding vaccination and new cases, we expect (...) that members can safely travel and attend.”* stated Dr. Julian Oberndörfer. The registration for the Las Vegas show is already open and a series of discounts are available for our members in good standing. For more information, please visit the [official event website](#).

For further details about ERA GLOBAL:

[www.era-global.org](http://www.era-global.org)

[info@era-global.org](mailto:info@era-global.org)



### **About ERA GLOBAL**

ERA GLOBAL\* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet, and other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

\* following the decision of the General Assembly of the Annual General Meeting 2021, the association will proceed with the registration of its new official name, Electronic Retailing Association Global/ ERA Global Asbl, BE 0867.005.301,RPM Brussels