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# InsideE!

Enlightening, Educating & Entertaining  
E! Employees Everywhere

## Spotlight On: United Kingdom Office Profile

By Yvonne King Lopez

Bangers and mash, footie and polite tea are everyday pastimes for E! viewers--well, for E! audiences in Great Britain, that is. E! Entertainment launched a channel in the United Kingdom in January 2003, and, with it, the E! United Kingdom office, which is located some 5,456 miles from E!'s sunny headquarters on Wilshire Boulevard in Los Angeles.

E!'s London office is located in the culturally diverse and busy Soho district of London. The office, which officially opened in June 2003, is home to a multinational group made up of four full-time employees.

Yankee Brad Wald is the regional director and both administers the London office and manages the affiliate and advertising sales businesses. And, as if that weren't enough, he's also negotiates carriage deals for E! distribution within Europe, the Middle East and Africa.

Claire Kirkland, originally from Ireland and currently on maternity leave, is the marketing and operations director. Claire develops and implements marketing plans for the consumer and businesses in the United Kingdom, Europe, the Middle East and Africa, and handles other operational tasks for the region.

Lesley Drukker, a native of Britain, is the sales director and sells programming to European terrestrials and cable networks and manages those ongoing relationships.

Oliver Taprogge, the office coordinator, is a former E! intern who learned the ropes firsthand in the Los Angeles office. Oliver, who is of Spanish and German descent, truly captures the international spirit with his fluency in four languages: German, Spanish, English and French. He handles the day-to-day office administration and supports the London as well as the Los Angeles International Network staff.

Rounding out the team is Jackie Skinner, a consultant who generates publicity for the network, and Tim Flagg, a marketing manager for affiliate and advertising sales.

This busy bunch has worked tirelessly to ensure that E! has a strong presence in jolly old England and is always focused on expanding the channel in Europe. Now that the office is up and running, the group is working on localizing the network for various foreign languages starting with German and Italian.

If you are ever in London during your travels, tune in to channel 193 to catch E! and see the efforts of the United Kingdom office team. Better yet, stop by Soho Spice, the office's favorite lunch spot--and you just might spot a familiar face!

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