**FOR IMMEDIATE RELEASE**

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**FOX ENTERTAINMENT NAMES DIANA RUIZ**

**EXECUTIVE VICE PRESIDENT, EXPERIENCES AND DESIGN**

**Amazon and Google Veteran Brings More Than 20 Years of Experience in Brand Events to**

**FOX’s Full Portfolio of Entertainment, Sports, Streaming, News and Ad Sales Verticals**

FOX Entertainment names respected global brand events veteran Diana Ruiz as Executive Vice President, Experiences and Design, reporting to FOX Entertainment and FOX Sports Chief Financial Officer, Jeff Acosta.

Based in Los Angeles, Diana will lead FOX’s global events team and work cross-functionally across FOX’s full portfolio of businesses, including Entertainment, Sports, News, Streaming and Ad Sales. Her areas of focus will include the development and execution of marketing, publicity, sales, hospitality and corporate events and experiences, including marquee events such as FOX Network premieres, the Upfronts, Comic Con and iconic sporting events such as The Super Bowl, Men’s and Women’s World Cup, and The MLB All-Star Game, among others.

“With more than 20 years in the global events arena, Diana possesses considerable, proven creativity, discipline and operational excellence,” said Acosta. “Her unique skill set will be invaluable as FOX leverages differentiated, measurable impact-driven events and experiences to continue expanding its leadership position within the worldwide media and content creation landscape.”

“Bringing my passion for conceiving and delivering unforgettable brand experiences to one of the world’s most recognizable names in media is both an honor and thrilling challenge,” said Diana. “Celebrating FOX’s bold, original brand of storytelling through physical, real-world moments is the opportunity of a lifetime, and I look forward to generating awareness and excitement for the tremendous creativity and innovation coming from every corner of the company.”

Prior to joining FOX Entertainment, Diana was Global Head of Strategic Events at Amazon Ads, where she built the division’s global events strategy and team, working across dozens of industry and owned events annually. Notably, she was responsible for leading integration across Amazon’s internal businesses, including Prime Video, Freevee, Twitch, Amazon Music, Alexa, Fire TV, Amazon Live and AWS to produce Amazon’s first One Amazon event, creating and presenting one holistic brand position to Amazon’s advertisers, buyers and sellers worldwide. In addition, she launched Amazon’s first Newfronts and Cannes Lions presence and led the rebranding and expansion of Amazon’s global flagship “unBoxed” event.

Before Amazon, Diana served as Google’s Executive Producer, Events & Experiences, overseeing advertising and sales within the events vertical to connect users and clients to Google products and technologies. She also held events leadership positions at *The Village Voice*, Pandora Media and Prometheus Global Media, where she led events for the Clio Awards, *Adweek*, *Billboard* and *The Hollywood Reporter*.

**About FOX Entertainment**

With a legacy spanning more than 35 years, FOX Entertainment is one of the world’s most recognizable media brands and a prolific content producer across its iconic broadcast network and both owned and third-party streaming platforms. Known for its independent, innovative spirit and provocative, groundbreaking storytelling, the company was reinvented in 2019 with the formation of the new FOX Entertainment. While maintaining its leadership in broadcast television (***9-1-1***, ***The Simpsons***, ***The Cleaning Lady, Hell’s Kitchen, LEGO Masters***), the company is actively building a portfolio of businesses and library of owned original content. To date, FOX Entertainment’s long-term growth strategy has included the acquisitions of award-winning powerhouse animation studio Bento Box (***Bob’s Burgers, The Great North, Krapopolis, Grimsburg***), entertainment platform TMZ, and global production studio MarVista Entertainment, as well as the formation of landmark culinary and lifestyle content venture Studio Ramsay Global (***Next Level Chef***) in partnership with the legendary Gordon Ramsay. The company also established its in-house unscripted studio FOX Alternative Entertainment (***The Masked Singer, I Can See Your Voice, Name That Tune***), FOX Entertainment Studios (***Animal Control***) to develop scripted content and the worldwide content sales unit FOX Entertainment Global.

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