

Toby Russell, Chief Executive Officer, 3Vision



Toby is the founder of 3Vision. He is responsible for the strategic direction of the business as well as managing the company's high level content provider relationships.

Toby has wide ranging experience in the content marketplace. Over the years, he has built up many strategic business relationships with key contacts around the world including the Hollywood Studios, leading broadcasters like the BBC and major music labels such as EMI and Warner Music.

His work history includes:

- 10 years in the international TV division of Walt Disney, in a range of senior roles including Executive Director of Pay TV
- Representing Disney on the board of HBO Movie Channels in Central Europe
- Managing Director for the content solutions division of Yes Television, one of the pioneers of IPTV and Video on Demand

In addition, Toby is the Director of 3Vision People – a specialist recruitment firm for the media and telecoms industries.

About 3Vision

3Vision is a leading specialist content consultancy based in the UK. Since our founding in 2004 we have helped our clients build their entertainment businesses in over 30 countries worldwide covering delivery to TV, PC, mobile and games console platforms.

Our clients comprise leading content companies and operators such as the BBC, ESPN, Microsoft XBOX, Telekom Austria, Viasat, British Telecom, Fox International Channels, Virgin Media and Telenet. As well as working with established players we also help start-up companies develop and launch their content businesses.

3Vision People is the recruitment arm of 3Vision, working exclusively for businesses and professionals within the media and telecoms industry. The company helps clients find and recruit the very best people – using its knowledge and extensive network of contacts throughout the industry.



Delivering Content Solutions

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