

April 7, 2021



# Global Eagle appoints Sean Bratches Chairman of its Board of Directors

**Adds to Global Eagle's leadership in connected passenger experiences, digital media transformation and content monetization**

**LOS ANGELES - April 7, 2021:** Global Eagle, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, announces the appointment of experienced media executive Sean Bratches as Chairman of its Board of Directors. Bratches brings to Global Eagle's board more than 30 years of experience as an executive across the media, entertainment and sports sectors.



Bratches served as Managing Director of Commercial Operations at Formula 1 through 2020. During his tenure at the company, Bratches transformed the business into a leading global media and entertainment brand, developing proprietary content and introducing digital platforms around the sport to better serve incumbent fans while introducing Formula 1 to new audiences around the globe. Prior to joining Formula 1, Bratches was Executive Vice President of Sales and Marketing for ESPN. Among his responsibilities was oversight of all content distribution and licensing, consumer marketing, and advertising sales and

sponsorship for the cable and satellite networks of The Walt Disney Company. He served on the ESPN Board of Directors and has received multiple Vanguard Awards, is a member of the Broadcasting and Cable Hall of Fame, and has been listed as one of the most powerful people in sports entertainment by *Sports Business Journal*.

Josh Marks, CEO, Global Eagle says: "We are proud to welcome Sean as Chairman of Global Eagle's Board of Directors. Sean's deep experience in content development, distribution, advertising and sponsorships will help guide our Media & Content investments and services for airlines, cruise lines and other mobility markets. Sean has a proven track record at leading media companies that will be highly relevant as we lead the digital transformation of passenger and guest experiences."

Bratches commented: "Having completed its restructuring and sale to major global investment funds, Global Eagle is well positioned to redefine Connectivity and Media services on planes, ships and remote locations. I am honored to lead the Company's board and contribute to Global Eagle's growth and passenger experience innovation."

## **ENDS**

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### **About Global Eagle**

[Global Eagle](http://GlobalEagle.com) is a leading provider of high-speed connectivity and media solutions for worldwide mobility including airlines, cruise lines, and mission-critical maritime, energy and government applications. The company connects and entertains consumers beyond the reach of telecommunications and terrestrial broadband providers, in the air and at sea. Global Eagle's open-architecture and multi-platform satellite network provides unique scalability, global coverage, reliability and future compatibility. Global Eagle's content solutions distribute, localize, and broadcast both traditional and native-digital content for airline and cruise markets with embedded customer advertising and analytics. Through its intelligent leadership and innovation, Global Eagle defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

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