

August 26, 2021



Anuvu Announces New Leadership in Content, Marketing & Business Intelligence

Los Angeles, August 26, 2021 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today welcomes six new Vice Presidents in media and content, marketing, and business intelligence.

Josh Marks, CEO, Anuvu, says: "This is an exciting era for Anuvu, as we redefine inflight entertainment and connectivity. These new Vice President appointments allow us to sharply focus on our aviation, maritime, technology and entertainment clients' evolving needs, enabling us to provide the very best connectivity and content. These leaders have extensive histories in their respective fields, and I'm proud to have them onboard to help build Anuvu's future."

Anuvu's newly appointed Vice Presidents are:

Frank Albus – Vice President Corporate Development & Business Intelligence

Frank Albus has been appointed as Vice President, Corporate Development and Business Intelligence. In this new role to Anuvu, Frank drives the company's strategic planning, corporate development and business intelligence activities. He is based in Denver, Colo.

Frank joins from BofA Merrill Lynch where he was a senior member of their TMT investment banking group. Prior to BofA Merrill Lynch, Frank was the Head of Corporate Development for TE Connectivity's Transportation Solutions business, where he led strategic and M&A initiatives.



Dan Callahan – Vice President Global Solutions, Commercial, Media & Content

Dan Callahan has been named as Anuvu's Vice President, Global Solutions, Commercial, Media & Content. Dan leads the sales operations and collaborates with the content and media team to develop new services for the inflight entertainment content market. Dan is based in Santa Ana, Calif.

Dan joins Anuvu from Spafax where he was a Senior Director. In his 25-plus years in the inflight entertainment industry, Dan has overseen programs at US Airways, Delta and United, and he also worked for Pace Communications, leading content for Delta, United and Virgin America.



Melissa Cao – Vice President & General Manager, Content Operations

Melissa Cao has been named Anuvu's Vice President and General Manager, Content Operations. Melissa is responsible for the operational and commercial management of Anuvu's Technical Services Lab business. In her role, she directs strategy, planning and delivery, customer service, and business development. Melissa is based in Santa Ana, Calif.

Melissa comes to Anuvu from Deluxe Entertainment Services, where she served as SVP for mastering and fulfillment and was responsible for global digital fulfillment and video on demand operations. Prior to Deluxe, she held senior leadership roles at NBC Universal and Ascent Media.



Marc Rashba – Vice President, Content Product Strategy

Marc Rashba is Anuvu's Vice President, Content Production Strategy, a role in which he will develop the company's content products, platforms and services for mobility customers and new markets. Marc is based in Santa Ana, Calif.

Prior to joining Anuvu, Marc was the President of MovieMethod LLC, a global content partnership company, where he worked with clients including NBC Universal, Paramount and Verizon. His 20-plus years in global content distribution also includes time as Sony Pictures' Vice President of Digital Partnerships and Development.



Kim Ruvolo – Vice President, Marketing

Kim Ruvolo has been named as Vice President, Marketing, leading all branding and marketing initiatives, internal communications, public relations, and worldwide events. Since her arrival in early 2021, Kim has led the companywide rebranding initiative that continues to evolve Anuvu from Global Eagle. Kim is based in Denver, Colo.

Kim joined Anuvu with 20 years of marketing and branding expertise for award-winning brands including Frontier Airlines, JetBlue Airways, Starwood Hotels and Equinox Fitness Clubs. Notable accomplishments include the rebrand of Frontier Airlines to A Whole Different Animal and the monetization and content creation for JetBlue's onboard entertainment system. Kim most recently ran her own agency, Sixty Tall Marketing, providing strategic and tactical marketing support to growth-stage businesses.



Marianne Styger – Vice President, Content Curation & Strategy

Marianne Styger joined Anuvu in 2015 and is now Vice President, Content Curation and Strategy, overseeing several content teams, including data governance, planning, programming and scheduling. In this new position, Marianne ensures mobility customers have access to the best, market-leading content available. She is based in the UK.

Since 2015, Marianne has held successive roles in content programming, working with customers in all geographical markets on providing a quality, creative and cost-effective inflight entertainment, while helping to design Anuvu's next-gen content products, including Iris. Prior to Anuvu, Marianne worked for several film festivals around the world.



ENDS

Media contacts:

Kayla Wilkins / Anna Price

[8020 Communications](#)

T: +44 (0)20 7664 6310

E: BTWTY@8020comms.com

About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today, while optimizing for tomorrow. Our goal is to provide our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

Follow Anuvu on [LinkedIn](#) and [Twitter](#) for further updates and insights.