

Hugo Tomás joins ITV Studios Iberia as Executive Producer, Non-Scripted TV Programmes

Published Mon 29 Jul 2024



[Corporate](#)

Leading Spanish Entertainment Executive, Hugo Tomás, has been appointed Executive Producer, Non-Scripted Programmes, ITV Studios Iberia. He joins the company on 1 September and will report directly to Nathalie Garcia, CEO.

In his new role, Hugo will lead on the adaptation of ITV Studios' internationally renowned reality, factual, dating and game show formats, such as ***Come Dine With Me, Love Island*** and ***The Chase***. He will also develop local originals,

working closely with Miguel Vila, Creative Director.



Hugo Tomás

Hugo joins the company from MediaCrest, where he has been the Head of Entertainment for four years, overseeing productions such as ITV Studio's **The Chase** and **Beat The Chasers** for TVE, *Mapi* for TVE and *The Floor* for Antena 3.

With a career in entertainment spanning 25 years, Hugo has unrivalled format adaptation, production and international experience. He has played an instrumental role in the success of large international franchises in Spain such as *MasterChef*, *Temptation Island*, *The Great British Sewing Bee* and *Secret Millionaire*, as well as developing local IP.

Hugo Tomás said, “I am thrilled to become one of the founding team members of ITV Studios Iberia; it’s a dream come true. The strength of the company and its robust catalogue are truly remarkable. The chance to work with Nathalie and the exceptional team that she has assembled fills me with enthusiasm, I am eager to begin this creative journey and contribute to our shared success.”

Nathalie Garcia said, “I’m delighted to welcome Hugo to ITV Studios Iberia. He brings an extraordinary blend of creativity, passion and expertise that aligns perfectly with our vision and goals. Hugo's track record and innovative approach make him a perfect addition to our team. I am confident that he will significantly contribute to our success and enhance our creative endeavours.”

Hugo joined MediaCrest in January 2020 as Head of Factual, Reality and New Formats before being promoted to Head of Television in May of the same year. Prior to this he directed *Temptation Island* for Telecinco and Cuatro. Hugo worked for Shine Iberia for four years directing the four seasons of *MasterChef* and *Junior MasterChef* on location, *Masters of Sewing* (based on *The Great British Sewing Bee*) and *One, Two, Chef!* for Disney+.

- **ENDS**

About ITV Studios:

ITV Studios is a creator, producer and distributor of world-leading programmes that people can’t get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across more than 60 production labels. Our global footprint spans 12 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK’s largest commercial broadcaster.

Press Contacts

laura.saunders@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>