

Press release

Tina Rodriguez appointed CEO of Zattoo

Zurich/Berlin, 21 September 2026 - Zattoo's Board of Directors has appointed Tina Rodriguez as CEO. She has been leading the company as CEO ad interim since April 2026, following Roger Elsener's departure from Zattoo. In her new role, she will drive Zattoo's strategic transformation and continued growth.

Tina Rodriguez joined Zattoo in January 2026, initially as Chief Consumer Officer and, since April 2026, additionally as CEO ad interim. Prior to joining Zattoo, she held senior leadership positions at Liberty Global, Sunrise, UPC Switzerland and Unitymedia.

Since taking on the role, Zattoo has made important progress in executing its strategic direction. Key milestones include the advertising sales partnership with Ströer, the launch of Zattoo's own FAST channel business with Zeno True Crime, and several notable new customer wins in the B2B segment, including Joyn Switzerland as a new customer for Zattoo Ingest. In addition, Zattoo Orchestrate successfully went live for the first time at Elisa Eesti, an Estonian provider of TV and entertainment services, marking an important milestone for the Zattoo Modular portfolio.

Daniel Mönch, Chairman of the Board of Directors at Zattoo: "We are very pleased to appoint Tina Rodriguez as CEO of Zattoo. Over the past few months, she has led the company with clear strategic direction, consistently advanced the transformation process and provided stability both internally and externally. We look forward to continuing on this path together."

Tina Rodriguez, CEO of Zattoo: "Over the past six months, we have achieved a great deal as a team and continued to develop our transformation and innovation strategy in an ever-changing market environment. I would like to thank the Board of Directors for the trust they have placed in me and, in particular, all Zattooies who have supported me over the past months with their excellent work. I am very much looking forward to continuing our work together."



About Zattoo

[Zattoo](https://www.zattoo.com) (www.zattoo.com) is one of the leading TV streaming providers in Europe with several million monthly users. Founded in 2005, the company employs more than 220 people and has its headquarters in Zurich, as well as a location in Berlin. Users in Switzerland, Germany and Austria watch all popular TV channels in HD and Full HD quality as well as a variety of video-on-demand content. Zattoo is available on almost all devices, including smart TVs, PCs and laptops, streaming devices, smartphones and tablets. Since 2012, Zattoo has also offered its technology to media companies and network operators worldwide as a TV-as-a-service product. In addition, Zattoo offers CTV advertising sales and AdTech solutions for advertisers and partners in streaming. The Swiss TX Group, a digital hub and network of media and platforms, has held shares in Zattoo since 2008 and has been the majority shareholder since 2019. Since 2021, Zattoo has been contributing to climate protection and is [ClimatePartner-certified](#).

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