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TheSoul Publishing senior team

Veteran Executives Join Digital Studio Behind YouTube Channel '5-Minute Crafts'

THOMAS K. ARNOLD

February 11, 2020



TheSoul Publishing, an independent digital studio that produces a wide range of original content available globally on YouTube, Facebook/Instagram, Snap and other outlets, has expanded its leadership team with executives from global entertainment and media companies including YouTube, Lego, 20th Century Fox, Advance Publications and Pandora Music.

TheSoul Publishing is behind the third-largest YouTube channel, 5-Minute Crafts, as well as more than 100 other popular digital channels, including Bright Side and Avocado Couple.

The new executives are Victor Potrel, VP of platform partnerships; Craig Radow, VP of global communications; Jason Shaw, CFO; and Jonathan Kowalski, global director of brand partnerships.

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Formerly at YouTube and Lego, Potrel is based in London and works closely with key distribution platforms including YouTube, Facebook/Instagram, and Snap. He simultaneously oversees the management of all global partner relations and advises on future distribution opportunities.

Radow, former head of public relations for 20th Century Fox Television's distribution division, Twentieth Television, and a former Universal Pictures Home Entertainment publicity executive, is now leading TheSoul Publishing's global communications division. Radow is based in New York City and will execute a worldwide publicity strategy for the company.

Based at TheSoul Publishing's headquarters in Cyprus, Shaw is a chartered accountant who has held financial leadership positions at major companies, including Mintel.

Kowalski, who works out of New York, brings more than 20 years of leadership sales experience in the advertising and marketing industries from major corporations such as Pandora Music, JCDecaux and Advance Publications.

“While we are proud of our rapid growth in 2019, what is most gratifying is that TheSoul Publishing has become a destination for top global talent, as evidenced by these hires,” said Artur Mamedov, COO of TheSoul Publishing. “These executives come from key positions and companies — bringing a diverse set of skills that will further strengthen and mature our infrastructure.”

In addition to English, TheSoul Publishing is now producing content in 17 languages including Arabic, Korean, Italian, German, Japanese, Spanish, Portuguese, French, Russian and Chinese.

In 2019, TheSoul Publishing added Frankenfood, Doodland, and 123 Go! to its portfolio.

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[Lionsgate's Studio L Digital Content Arm Announces Slate](#)

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[YouTube Red Expanding to 100 Countries](#)

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One thought on “Veteran Executives Join Digital Studio Behind YouTube Channel ‘5-Minute Crafts’”

Brandon

February 23, 2020 at 2:03 pm

How exactly do you sleep at night when you work for a company this evil? When your job is to lie, cheat, and steal the content that actual hard-working and talented people put into the world? I can't imagine selling my soul for what you do.

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