

Nouveau Media Group Appoints New Company CEO

Francesca replaces Peter Wilson, previous Founder and Director who has now stepped down from front-line operations.



London, United Kingdom Oct 11, 2022 ([Issuewire.com](https://www.issuewire.com)) - Francesca is admired for her applauding contribution to film; television and for her business acumen. Dual British Canadian. Francesca is a strong advocate for various causes including, Women in Film and the BFI's charity of the year, Two Sides of the Story. They highlight the often hidden impact felt by carers and the emotional toll that caring can take on the millions of unpaid carers in the UK.

Francesca will bring a fresh perspective to the Nouveau Media Group (NMG). "I'm aware of the time-critical need to implement immediate changes to this business. I have no doubt NMG will revive to become a soaring success for years to come".

She replaces Peter Wilson, previous Founder and Director who has now stepped down from front-line operations. “It’s with a heavy heart to be moving away from the company I founded. I do so, however, with the full knowledge and comfort that NMG will be in the best of hands” he said.

Peter admits the business was heading for a “disaster”, caused by both the pandemic and “poor company decisions”. “In hindsight, there are a lot of decisions I wished we didn’t take as a business. Alas, we did and as a result, we are where we are today” confesses Peter. “Francesca has a tough job on her hands, and is essentially taking over a business in dire straits”.

Appearing unfazed by the mountain of a challenge she now is faced with. Francesca doesn’t show any visible signs of concern in my interview with her. “I’m aware where the business is at. I’m aware of their past and that of its founder. But I am not living in the past”, she states assertively. “This is about looking forwards. There will be some major changes to the firm’s structure. I’ll be making further announcements on that in the coming weeks”.

Addressed in our interview were the issues of debt the business is currently in. “Again, I’m aware of several creditors we have as a business. It is also on the top of my agenda that these are addressed as a matter of urgency. I’m not putting a sticking plaster over a fracture”, she says. “We’re talking about people’s lives here. I get it. We have a lot to prove before we can set sail again. But when we do. Expect us to be leading from the top”, finally she cracks a smile.

NMG appears honest with its past mistakes. But actions will speak louder than words. Or in the case of Francesca Shaw, a pretty smile won’t fix all the company’s issues.

I am however pleasantly reassured that changes can happen. Maybe, just maybe, we’re looking at a very exciting chapter for this group. I wish all the luck in the world to Francesca and her newly appointed team.

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