



BIOGRAPHY

Laura Murov

Laura Murov is a Manager on the EMEA Commercial Development team for Discovery Communications Europe based in Discovery's London office. In her role, she assists the EMEA Commercial Development team in reviewing the strategy and development of EMEA's commercial business, focusing primarily on advertising and affiliate sales.

Prior to coming to Discovery, Laura worked as a Consultant for Roland Berger Strategy Consultants in London. In this role, she worked on market development strategies, strategic due diligences and external market assessments across a number of industries in Europe including aviation, automotive, utilities and leisure.

Laura is American, born and raised in Oakland, California. She came to London five years ago to complete an MSc from the London School of Economics, and decided to stay in Europe since. Before this, Laura graduated from Cornell University's Engineering School in Ithaca, New York. In her spare time, Laura enjoys travelling, cooking, attempting surfing, Guitar Hero and Sing Star.