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## Truly Original promotes pair

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03-02-2017

Endemol Shine North America-owned prodco Truly Original has promoted veteran executives Bryan Hale and Nikki Borrelli.

The firm, run by Emmy-winning producers Steven Weinstock and Glenda Hersh, recently formed out of the merger between US production duo True Entertainment and Original Media.

Hale, who was previously senior VP and head of West Coast development at True Entertainment, has been upped to exec VP of development and will relocate to New York City.

Borrelli, previously senior VP of production and operations at Original Media, has been bumped up to exec VP of production. She will also operate out of Truly Original's new New York City headquarters.

While at True, Hale oversaw development of Bravo's highest-rated series, The Real Housewives of Atlanta, among other projects.

At Original, Borrelli oversaw production and business affairs for all series and pilots, including Spike's Ink Master, History's Swamp People and AMC's Comic Book Men.