

NEW ROLES FOR TOP TEAM AT BBC WORLDWIDE

Jon Penn designs a senior team set for growth

Jon Penn, the new Managing Director for BBC Worldwide Australia & New Zealand (ANZ), has made some strategic changes to key roles in his senior team, to prepare the company for growth in the territory.

Deirdre Brennan is to become the **Director of Content**, taking responsibility for content management and development in the region. In this new role, she will oversee format production, drama investment and the editorial delivery of the ANZ channels.

Blair McQuade, who until recently was the Acting General Manager of BBC Worldwide ANZ, has taken on the new role of **Chief Commercial Officer**. As CCO, Blair will oversee Strategy and Corporate Development, Finance and Operations. Blair's role will also manage the TV Sales business distributing programming to FTA, STV and digital platforms.

Irene Read has been promoted to **Head of Sales** at BBC Worldwide ANZ, leading the team that licences all TV programming and news in Australia and New Zealand on a daily basis, reporting to Blair McQuade in this role. Irene joined BBC Worldwide in 2011 and has successfully overseen sales in the Australian region to date.

Rob Leach will become **Digital & Business Development Director** with an expanded remit overseeing commercial digital, brand licensing and new business lines. Rob has recently taken on responsibility for the licensing of BBC Worldwide's brands in Australia and New Zealand, notably live events, consumer products and DVDs. He is also responsible for BBC World News and the relationship with MCN.

Completing the Executive Leadership Team for BBC Worldwide Australia & New Zealand are:

- Melissa Madden, **Director of Brands & Marketing**, leading the company's marketing department and Creative Services team.
- Laura Dumbrell, **Head of Communications**, overseeing all internal and external communications.
- Fiona Lang, **Head of Business and Legal Affairs**, overseeing all legal, contractual, regulatory and compliance activity.
- Ian Posthumus, **Head of HR**, overseeing HR and organisational development.

Said Jon Penn: 'As BBC Worldwide looks to grow its business outside the UK, placing more autonomy in this territory's hands, there is a fantastic opportunity for growth. I am confident that I have put the best team and structure in place to deliver this growth in the areas that have the most potential – content, brands and digital – with a strong strategic and visionary team behind it.'

For more information on the team please visit BBC Worldwide ANZ's media site www.bbcmedia.com.au (if this is the first time you have visited you will need to request access).

Ends

Press contact: Laura Dumbrell, Head of Communications, BBC Worldwide Australia & New Zealand, on 02 9744 4502.

About BBC Worldwide Australia & New Zealand

Australia & New Zealand is a priority territory for BBC Worldwide, focusing on growth across all its core businesses. In 2011/12, BBC Worldwide Australia & New Zealand increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australia & New Zealand wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It has announced that it will launch a new premium BBC channel showcasing premiere drama and comedy on the Foxtel platform in August 2014. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australia & New Zealand works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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