

# **BBC** **STUDIOS**

## **BIOGRAPHY: DUSTIN LOCKETT** **COMMERCIAL DIRECTOR, BBC STUDIOS IN AUSTRALIA & NEW ZEALAND**

Dustin is the Commercial Director for BBC Studios in Australia and New Zealand.

He joined BBC Worldwide in November 2016, which subsequently became BBC Studios, following a merger with the BBC's production arm in April 2018.

Working with BBC Studio's global brands, including Doctor Who, Sherlock and BBC Earth, Dustin oversees live events and entertainment, consumer products and home entertainment, and the development of all ancillary brand licensing revenue streams. Leading the team that has produced the Doctor Who Festival, the News Corp BBC Earth DVD promotion and the Louis Theroux Live On Stage tour, Dustin's role is to grow the potential of BBC Worldwide's brands off screen, increasing consumer engagement and revenue.

Working closely with BBC Studios' Managing Director in Australia and New Zealand, Jon Penn, and the executive leadership team, Dustin also helps to drive the business strategy in the region.

Dustin was previously the Director of the Live Events division (RED Live) at Seven West Media, which he joined to set up in 2014. While at RED Live, he co-produced and promoted a wide range of shows, including Ghost The Musical, Better Homes & Gardens Live and The Royal Edinburgh Military Tattoo spectacular in February 2016.

Prior to that, as the VP of Live Events at FremantleMedia from 2010-13, Dustin was responsible for launching MasterChef and Grand Designs Live shows, along with the QI Live theatre tour with Stephen Fry and The X Factor Australian tours.

Dustin's other commercial roles include Director of Sales & Marketing at Wonderland Sydney for five years, Director of Business Development at NIDA (National Institute of Dramatic Art) and QLD Sales & Marketing Manager for IMG (International Management Group).

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