



**BIOGRAPHY: JON PENN**  
**EXECUTIVE VICE PRESIDENT, BBC STUDIOS ASIA PACIFIC (APAC)**

BBC Studios is the global commercial arm of the BBC and exists to commercialise the entertainment assets of the BBC.

As Executive Vice President of BBC Studios APAC, Jon Penn leads the newly-formed Asia-Pacific (APAC) regional business comprising its international sales and distribution business. Jon was appointed to the role in September 2019 when the new regional structure was announced.

In his role at BBC Studios, Jon engages his passion for leading strategy, corporate culture and innovation and leads high performance teams who build and commercialise great entertainment brands and content such as *Bluey*, *Planet Earth* and *Doctor Who*.

BBC Studios APAC covers Australia, New Zealand and 23 countries across the Asia region. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC is comprised of content sales and co-productions, branded services, production, format sales, consumer products and live events.

Prior to his appointment, Jon was Managing Director of BBC Studios ANZ, where he led 100 strong team based in Sydney and was responsible for all global business lines in region.

Before BBC Studios, Jon spent 11 years with global content producer and distributor Fremantle rising to the position of CEO Asia Pacific for Fremantle International. Here Jon developed brands and franchises such as *MasterChef Australia*, *Merlin*, *Grand Designs* and *The X Factor*. Prior to this role, Jon worked for Fairfax Media in their digital division.

Holding a Bachelor of Commerce degree from UNSW, Jon has completed the Stanford Executive Programme and is a graduate of the AICD. He is a director of subscription TV industry body ASTRA and of the Campaign Communications Committee for the UNSW Philanthropy department. In 2018 Jon joined the advisory committee of the media VC fund ACT Capital Partners. In 2015, Jon was named by the Sydney Morning Herald as one of the 30 most influential people in television.

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