

BBC STUDIOS

BIOGRAPHY: LAURA DUMBRELL **HEAD OF COMMUNICATIONS, BBC STUDIOS, ASIA PACIFIC (APAC)**

Laura is Head of Communications for BBC Studios in Asia Pacific (APAC).

She was appointed to this role in October 2019, following the formation of the Asia-Pacific (APAC) regional business that brought the Asia and Australia & New Zealand regions together.

In this role, she oversees internal and external communications for this newly-formed business and the development of communications plans that support both the BBC Studios team and all business activity and external stakeholders.

Laura leads communications for all areas of the business in Asia Pacific including: channels, content sales, production and formats, consumer products, live events, digital and other new business areas.

Previously, she was Head of Communications for BBC Studios ANZ, a role she has held since September 2011. In this role she created a communications team and strategy that is central to the business; raised the profile of the business and its senior leaders with media and opinion formers; improved internal communications and digital communications; and led some high profile launches, including premium drama channel, BBC First.

Prior to this role, Laura worked in the UK as Head of Communications for BBC Two, BBC Four and Knowledge from 2008-2011. She was the strategic lead for two of the BBC's high profile public service channels, as well as the publicity lead for factual programme publicity, an area that is key to delivering the BBC's reputational dividend. From 2002-2008 she was Head of Communications for BBC Two and Factual programs, with periods overseeing Future Media and BBC One publicity.

Throughout a 20 year career in publicity for television broadcasting and content creation across free to air and subscription TV, Laura has successfully launched new brands and repositioned existing ones; advised and raised the profile of senior executives; handled complex, sensitive issues and managed crises.

As well as working for BBC Studios and the BBC, she has worked for Granada Media, London Weekend Television, Granada Sky Broadcasting and Roy Addison PR.

Laura recently completed her studies in Change Management through UNSW's business school, AGSM.

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