



BIOGRAPHY: LAURA DUMBRELL
HEAD OF COMMUNICATIONS, BBC STUDIOS, AUSTRALIA & NEW ZEALAND

Laura is Head of Communications for BBC Studios in Australia and New Zealand.

She became Head of Communications for BBC Worldwide ANZ in September 2011, overseeing all internal and external communications for this growing business. In April 2018, BBC Worldwide merged with the BBC's commercial production arm and became known globally as BBC Studios.

Laura leads communications for all areas of the business in Australia and New Zealand including: channels, content sales, production and formats, consumer products, live events, digital and other new business areas. Since Laura has been in this role she has 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 for BBC Worldwide's drama channel, BBC First.

She is part of the company's Executive Leadership Team, helping to set strategy for the company in the region, and leads the JumpStart innovation program for the company.

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 is currently studying Change Management through UNSW's business school, AGSM.

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