

# **BBC** **STUDIOS**

## **BIOGRAPHY: LINDA DEUBEL** **DIRECTOR OF BRANDS AND MARKETING** **BBC STUDIOS IN AUSTRALIA & NEW ZEALAND**

Linda Deubel is the Director of Brands and Marketing for BBC Studios in Australia and New Zealand and was appointed to her position in February 2015.

The company was previously known as BBC Worldwide, until it merged with the BBC's commercial production arm and became known as BBC Studios globally.

As Director of Brands and Marketing, Linda oversees BBC Studios marketing department in Australia and New Zealand, delivering marketing and brand management services across all business areas, from channels, global brands and consumer products to programme sales, digital and live events.

Linda has a wealth of experience across marketing, brands and communications in both Sydney and London, with brands including National Geographic Channel and SBS. She joined BBC Worldwide ANZ in 2009 as Network Communications Manager. In 2012 Linda became the Head of Marketing for Channel Brands and later enhanced her role to become Head of Marketing for Entertainment Brands.

A key member of the marketing team behind the successful launch of BBC First, Linda helped to create an end-to-end campaign from embryonic brand development to launch strategy and execution. She has also pioneered local trade events, Showcase ANZ. In her communications role, Linda led the consumer launch of BBC Knowledge in New Zealand and launched the VOD service, Global BBC iPlayer.

*April 2018*