



BBC WORLDWIDE ANZ APPOINTS LINDA DEUBEL AS

NEW DIRECTOR OF BRANDS AND MARKETING

Sydney, 4 February: Linda Deubel, a key member of the marketing team behind the successful launch of BBC First, has been named as the new Director of Brands and Marketing for BBC Worldwide Australia and New Zealand (ANZ).

Currently the Head of Marketing, Entertainment Brands, at BBC Worldwide ANZ, Linda will replace Melissa Madden, who is moving to the UK in March for a new role at BBC Worldwide. As Director of Brands and Marketing, Linda will be responsible for the effective management of BBC Worldwide ANZ's marketing department, delivering marketing and brand management services across all business areas, from channels, global brands and consumer products to programme sales, advertising sales, digital and live events.

She will lead the team that provides marketing, brand development, creative and consumer insight expertise to the business, creating a cohesive marketing strategy and maximising the value of BBC Worldwide's brands.

Working closely with BBC Worldwide ANZ Managing Director Jon Penn and the executive leadership team, she will help to drive the business strategy in Australia and New Zealand, so that BBC Worldwide can maximise revenues and growth in territory.

Jon Penn said: 'Linda has been at the forefront of our brand development and execution in Australia and New Zealand, launching our successful new premium channel BBC First. She has a deep understanding and flair for our brands and I know that her bold approach will ensure that the BBC brand continues to stand out.'

Linda Deubel added: 'I have an incredible passion for the BBC and I'm thrilled to be leading the brand and marketing strategy, operations and team for BBC Worldwide in Australia and New Zealand. I'm constantly inspired by the BBC's content and I'm looking forward to engaging audiences with our premium brands in new and innovative ways.'

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 recently enhanced her role to become Head of Marketing for Entertainment Brands. Working with Melissa, she developed and launched BBC First, creating 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.

Melissa Madden will be taking up the role of SVP Creative, Category & Content Marketing for BBC Worldwide in London, leading BBC Worldwide's Creative team and the marketing strategy for global content and global sales.

Press contact: Laura Dumbrell, Head of Communications for BBC Worldwide ANZ, on 02 9744 4502