

## JOANA VICENTE NAMED AS TIFF'S NEW EXECUTIVE DIRECTOR & CO-HEAD



Joana Vicente, image courtesy of TIFF

**TORONTO** – Today, on behalf of the Board of Directors of TIFF, Jennifer Tory, Chair, announced the appointment of **Joana Vicente** as the new Executive Director & Co-Head of TIFF, effective November 1, 2018. Vicente, who previously served as Executive Director of the Independent Filmmaker Project (IFP), joins **Cameron Bailey**, who was previously announced as the Artistic Director & Co-Head, effective October 1, 2018. Both will report directly to the Board.

“After an extensive search for a Co-Head we are thrilled to welcome Joana to the new role and to the TIFF family,” said Jennifer Tory. “The hiring committee was deeply impressed with Joana’s combined history as a producer, a champion of independent filmmakers, and with her success in fundraising and partnerships. Her extensive knowledge of the changing global film landscape solidified the decision. The Board is confident that Joana and Cameron are the perfect duo to take TIFF into the future.”

TIFF is a charitable organization with a mission to transform the way people see the world through film.



"Joana thinks big and thinks globally, which makes her an ideal partner," said Cameron Bailey. "She complements strategic thinking with strong relationships built over years in the not-for-profit sector, and as a film producer. Her combined expertise as a leader, a manager, and a creator will be an invaluable asset to TIFF. I'm looking forward to working together with Joana to keep TIFF at the forefront of our industry's change."

"I've always looked to TIFF as a prominent international platform for world cinema, with an impact that is both local and global," said Joana Vicente. "Cameron's artistic vision is inspiring and I look forward to working with him and with the passionate team at TIFF to expand the organization at an exciting moment in our ever-changing media landscape."

Since December 2009, Vicente has served as the Executive Director of the not-for-profit Independent Filmmaker Project (IFP), the oldest and largest organization of independent filmmakers in the United States. Vicente was instrumental in the exponential growth of the organization, which fosters a vibrant and sustainable independent storytelling community through such year-round programs as the Independent Film Week, *Filmmaker Magazine*, the IFP Gotham Awards, and the Made in NY Media Center by IFP. Vicente was the driving force behind the creation of the Made in NY Media Center, overseeing the development and construction of the facility in 11 months, from scouting out real estate, to raising an additional \$2 million to supplement the City's grant of \$3 million, to attracting sponsors and donors. The state-of-the-art media centre aims to bring together professionals from the film, television, advertising, new media, gaming, marketing, and branding industries for collaboration and new opportunities.

Vicente, who speaks five languages, is a prominent figure in the New York film industry, having produced over 40 films and founded three production companies, including the first US digital production company as well as the first HD production/international distribution studio in the US. Vicente was named by *Variety* as one of the 60 Most Influential People in New York, and was named to *Variety's* Women's Impact List. She is a recipient of the "Made in New York Award," which recognizes those who have made significant contributions to the growth of NYC's media and entertainment industries.

IFP and TIFF are working collaboratively to support a positive leadership transition for both organizations, including Vicente attending this year's Festival in Toronto and continuing to oversee the production and execution of this year's IFP Gotham Awards taking place November 26 in New York.

#### **Social Media:**

@TIFF\_NET

#TIFF18

Facebook.com/TIFF

#### **About TIFF**

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through

TIFF is a charitable organization with a mission to transform the way people see the world through film.



film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit [tiff.net](http://tiff.net).

**TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris, and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto.**

-30-

For more information, contact Andréa Grau, VP, Public Relations and Corporate Affairs, [agrau@tiff.net](mailto:agrau@tiff.net), or the Communications Department at 416.934.3200, or email [proffice@tiff.net](mailto:proffice@tiff.net).

For images visit the media site at [tiff.net/press](http://tiff.net/press).

TIFF is a charitable organization with a mission to transform the way people see the world through film.