

**TIFF APPOINTS JENNIFER FREES AS CHIEF BUSINESS & MARKETING OFFICER AND PROMOTES JUDY LUNG TO VP, STRATEGY, COMMUNICATIONS & STAKEHOLDER RELATIONS**



Left to right: Jennifer Frees, Photo: Lauren Beckett / Judy Lung, Photo: George Pimentel

**TORONTO** — TIFF CEO Cameron Bailey announced today the appointment of **Jennifer Frees** in the new role of **Chief Business & Marketing Officer**, overseeing Brand & Media, Development, Loyalty & Engagement, and Corporate Partnerships. **Judy Lung**, currently TIFF’s Vice President, Public Relations & Communications has been promoted to the newly created role of **Vice President, Strategy, Communications & Stakeholder Relations**. Both roles report directly to Bailey.

“As we kick off a new year and prepare not only for this year’s festival but those in the years ahead, we have updated the TIFF Leadership team to ensure that we are well-positioned in 2024 and beyond to continue delivering on our mission, strategy, and business objectives with the most impact,” said Bailey. “I am pleased to welcome Jennifer Frees back to TIFF in the new role of Chief Business & Marketing Officer, driving revenue and engagement across the organization. Jenn has an impressive track record of driving growth and innovation as well as a commitment to developing purpose-focused partnerships that support our mission and enhanced audience experience. As well, I am happy to announce that Judy Lung, while continuing to oversee Public Relations and Communications, will step into a new role focused on guiding the design and execution of the organization’s annual business plan as well as its multi-year strategic plans, while working closely with the Board and key stakeholder groups.”



Frees has diverse revenue leadership, marketing, business development, and strategic partnership experience in private, public and non-profit sectors. Her innovative projects have won marketing and design awards for highly regarded international brands, as well as leading the generation of over \$180M for her non-profit clients globally. An internationally sought-after business development speaker and workshop facilitator, Frees has provided executive business development consulting services for an array of organizations in the creative sector and has worked with and trained over 150 film festival leaders globally. She was recently invited to speak about diversifying revenue generation at the 2023 Cannes Film Festival Industry Conference.

"I am delighted to join TIFF in this exciting time of recovery and transformation. As a purpose-driven marketer and business development leader, I am honoured by the unique opportunity to support a pillar of Canadian culture as it approaches its 50th anniversary. I look forward to working alongside TIFF's innovative teams, partners and supporters to advance our global reputation as the friendliest and most welcoming film institution in the world," said Frees.

Lung has spent more than 20 years creating innovative and award-winning campaigns and initiatives for leading entertainment companies including Cineplex, Corus Entertainment, the Academy of Canadian Cinema & Television, and eOne. Known for championing Canadian content, fostering strategic partnerships, and a commitment to building a more inclusive and equitable screen sector, Lung is a frequent speaker and moderator at industry events. Recently, she was a member of the Board of Directors of BIPOC TV & FILM, where she spearheaded HireBIPOC, an online roster and industry-wide initiative created in partnership with Bell Media and 40+ industry groups. She was recently appointed to serve on the Membership Board of Directors for the Golden Globes.

"I'm looking forward to expanding the scope of my role and contributions to ensure the organization's ongoing and future success. TIFF is a crucial part of the Canadian and global entertainment industry and its growth and evolution ensures opportunities for both the creative community and audiences across the country and around the world," said Lung. "Working alongside Cameron and the rest of the Leadership team to set the direction for the immediate and long-term future is an honour."

**Social media:**

Twitter: @TIFF\_NET & @TIFF\_Industry  
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**About TIFF:**

TIFF is a not-for-profit cultural organization with a mission to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival® in September; TIFF Lightbox, which features five cinemas, learning and entertainment facilities; and the innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$200 million CAD. TIFF Lightbox is generously supported by contributors including 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).

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