

LIZ KOHN APPOINTED AS TIFF'S VICE PRESIDENT, MARKETING AND COMMUNICATIONS



Courtesy of TIFF

TORONTO — Joana Vicente and Cameron Bailey, Co-Heads of TIFF, today announced the appointment of Liz Kohn to the role of Vice President, Marketing and Communications, effective September 3, 2019.

Kohn will lead TIFF's Brand and Media department, comprised of the Communications, Brand, Video, Web, Creative and Editorial teams. She will be part of TIFF Senior Management, providing leadership and guidance for the organization. Reporting to Joana Vicente, Executive Director and Co-Head, Kohn will be responsible for upholding and expanding the integrity of the TIFF brand both locally and internationally, and for developing and executing the organization's marketing and communications strategy.

"Liz brings over 20 years of experience across brand marketing, strategic communications, and audience engagement to the role of Vice President, Marketing and Communications," said

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



Vicente. “We’re delighted to welcome her to TIFF and especially pleased that her extensive expertise will help guide our organization, as TIFF enters a new phase of our strategic plan that prioritizes the audience first.”

Kohn previously served as Vice President, Stakeholder Relations & Business Strategy at Luminato, an international arts festival held in Toronto. For two seasons, she steered a transformative corporate business planning process while also leading the marketing, communications, audience experience, and government relations teams.

Prior to Luminato, Kohn held the position of Director of Marketing and Communications for 17 years at Artscape, a group of international not-for-profit organizations. At Artscape, she directed strategies for 15 cultural facilities, including Daniels Spectrum, Artscape Daniels Launchpad, and the Artscape Wychwood Barns. Kohn has also provided marketing and communications consultation to Toronto Foundation, the Globe and Mail Centre, and International Film Festival Panama. In 2017, she was selected to be a fellow in the TAC Leaders Lab.

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About TIFF

TIFF is a charitable cultural organization whose mission is 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 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.

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.

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For more information, contact Emma Kelly, Senior Manager, Communications and Brand, at ekelly@tiff.net or the Communications Department at 416.934.3200, or email proffice@tiff.net.

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