

## TIFF ANNOUNCES ELISABETH BURKS AS VICE PRESIDENT, PARTNERSHIPS



Photo credit: Matt Plexman

**TORONTO** – TIFF announced today that Elisabeth Burks has been named TIFF’s Vice President, Partnerships. Mrs. Burks will assume her new role at TIFF on January 24, 2022.

Burks will be responsible for creating strategies that drive partnership revenue growth, championing an exceptional partner experience, and developing a sustainable competitive advantage for TIFF within the Canadian and International markets. She will work closely with new and long-time partners to understand their needs and align TIFF’s offerings and mission to their goals and strategies.

"Elisabeth joins TIFF's senior team with an impressive track record in partnerships across a broad spectrum," said Cameron Bailey, CEO, TIFF. "Her work over the past 18 years in Canada, the US and Europe demonstrates an ability to grow revenue and business opportunities creatively. Elisabeth knows both the corporate world and not-for-profits and understands how to bridge business development with marketing, programming and overall audience growth. Her experience will enhance our strong existing partnerships while also welcoming innovative new partnerships to the table. We're looking forward to her leading an already impressive Partnerships team."

"TIFF has an outstanding legacy that has contributed to the economic prosperity of Toronto and a richer global culture through its support of artists and their work," stated Elisabeth Burks. "I look forward to working with Cameron, my colleagues and our partners to build on this legacy, advance our shared values and continue the ever-important work of transforming the way people see the world through film."

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



## About Elisabeth Burks

Elisabeth Burks is a keen business strategist and marketer who has worked at the intersection of media, entertainment and technology for 18 years. She brings a depth of experience to TIFF having driven reinvention and revenue growth for global brands across North America and Europe during critical periods of disruption, and having overseen brand and partnership strategy for notable artists and entertainers.

Following a stint as the Head of Marketing & Partnerships at the TD Toronto Jazz Festival, Elisabeth moved to Samsung Canada where she forged marketing partnerships for branded channels and delivered programming that supported major product launches, drove omnichannel sales and enhanced customer experience.

Burks holds an EMBA from the Kellogg School of Management and the Schulich School of Business in addition to her degree in Media and Cultural Studies from The New School in New York City. She is a frequent public speaker and a champion of the arts and education. A dedicated community servant, she is a board member of ACCESS Community Capital Fund, a registered Canadian charity and one of the longest serving microcredit organizations in Ontario.

Elisabeth will support the goals of TIFF's partners and drive revenue growth for the organization through corporate and strategic partnerships that enhance its year-long and Festival programming with a strong focus on audience insights, analytics, brand strategy and integrated marketing.

### Social Media:

Twitter: @TIFF\_NET @TIFF\_Industry

Instagram / Letterboxd: @tiff\_net

Facebook.com/TIFF

## About TIFF

TIFF is a not-for-profit 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, learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$200 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).

-30-

For more information, contact Alejandra Sosa TIFF Media Relations & Communications department at [masosa@tiff.net](mailto:masosa@tiff.net).

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