
MEDIA RELEASE

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Kathleen Drumm to head Screen Australia's Marketing and Industry Development Department

Wednesday 17 June 2009: Screen Australia today announced **Kathleen Drumm** as the agency's new Head of Marketing and Industry Development.

Kathleen has been Head of Sales and Marketing at the New Zealand Film Commission (NZ Film) since 2001 and has more than 15 years experience in marketing the screen industries. During her time at NZ Film, Kathleen has been responsible for the international sales and marketing of New Zealand feature films, including creating an international presence and increasing the focus on domestic audiences. She has been actively involved in devising sales strategies and improving the positioning and quality of marketing materials. Kathleen maintains close relationships with Australian and New Zealand distributors, international distributors, festival directors and international film executives.

Prior to this, Kathleen was the Short Film Sales and Marketing Manager for NZ Film where she explored different ways for screen content to reach domestic and international audiences. Kathleen has a background as a marketing consultant and has held numerous roles as a sales and marketing manager in book publishing.

"I am extremely pleased to announce the appointment of Kathleen Drumm following a widespread international search," said **Ruth Harley**, Screen Australia Chief Executive Officer. "Kathleen has extensive international experience and strong connections with international sales executives and festival selectors. Her commitment to domestic distribution and her long working history with the Australian distribution community puts Screen Australia in a great position to support practitioners in exploring new ways of marketing screen content and building local audiences."

Kathleen will take up her role as Head of Marketing and Industry Development on 1 September 2009.