

THE INSIDERS: SPEAKERS' BIOGRAPHIES

Information is listed alphabetically by the surname of the Speaker

1. **Inside Film Distribution**

Mark Batey

Chief Executive, Film Distributors' Association, London

From Cambridge University, via a work placement at Thorn EMI Cinemas, Mark joined Saatchi & Saatchi Advertising in London as an account manager. After five years he moved to a marketing consultancy, Media Dimensions, to develop promotional partner campaigns for various film distributors. In 1992, Mark co-ordinated the UK's first 'pan-industry' cinema promotion, a two-year collaboration with the TSB Bank. He also worked on the successor campaign with Barclays Bank before joining the British Film Institute as Head of Marketing Services. There, he led such initiatives as The BFI 100, Puffin on Screen and the Institute's wide-ranging sponsorship scheme with Accenture. In 2001, Mark was recruited to his current post as Chief Executive of Film Distributors' Association, the trade body representing the generic interests of UK theatrical film distributors.

2. **Inside Viral Advertising**

Axel Chaldecott

Creative Director, J Walter Thompson

Axel has spent the last 15 years helping to invent new brands and energising old ones – First Direct, Tango, The AA and Go, the low cost airline, winning numerous awards for creativity and effectiveness along the way. These brands have created shareholder value in the region of £2 billion plus.

Axel helped set up one of Britain's most innovative marketing communications companies that had a global reputation for disruptive thinking in branding and advertising. That company was HHCL. He left HHCL in 2003 and joined JWT as creative director where he has led multi-disciplinary teams from management consultancies, brand consultancies and marketing communications companies. Working directly with clients, he has gained invaluable expertise in *hardwiring* brands and their business models to innovative brand and communication strategies that have made the brand and marketing communications' landscapes more effective and efficient.

Alex is now the global creative director on HSBC, the world's local bank.

3. **Inside Mobile Film Content**

Ben Grass and Tom Grass

Creative Directors, Pure Grass Films, London

Pure Grass Films was founded by Ben Grass in May 2005, to produce high quality short form video entertainment series that can transition to larger entertainment formats and attract advertisers. Now the Managing Director of Pure Grass Films, Ben was formerly Director of Internet and Mobile at Sony Pictures in London responsible for the distribution of mobile content for movies such as *Charlie's Angels 2* and *Spiderman*.

Tom Grass is Creative Director of PGF and has a background in advertising as a planner at Saatchi & Saatchi and DDB London before leaving to write horror screenplays and collaborate with Ben in the creation of the first ever made for mobile horror series, *When Evil Calls* released via mobiles on Halloween 2006. Both Ben and Tom have MAs in Modern History from Oxford University.

4. **Inside Newspaper Picture Editing**

Helen Healy

Assistant Picture Editor, The Guardian, London

Helen Healy was born in Dublin and studied Communications Studies at college. She also performed with the Dublin Youth Theatre. She moved to London in 1986, taught drama in Peckham before moving into journalism. She has worked at a variety of newspapers and magazines – *Options*, the London Bureau of the *New York Times*, *The Observer*, *The Independent* and *The Times*. She has also freelanced with most of the other British dailies. In 2001 she joined the *Guardian* as Assistant Picture Editor on News. This period has been hugely eventful with stories such as 9/11, the war in Iraq, the rise of Islamic fundamentalism and global warming dominating the headlines.

5. Inside Endemol

Tim Hincks

Chief Creative Officer, Endemol UK, London

Tim Hincks is responsible for Endemol UK's programmes, content and its production brands – Initial, Cheetah Television, Zeppotron, Brighter Pictures, Showrunner and Victoria Real. It's a broad range of programming covering reality, (*Fame Academy, Restoration, and Big Brother*), comedy (*8 Out of 10 Cats, Spoons, Law of the Playground*), entertainment (*Deal or No Deal, 1 vs 100*) and now drama through the Showrunner brand.

Tim began his television career in 1990 when he divided his time between producing BBC 2's *Food and Drink* programme for Bazal (now Cheetah Television) and working on current affairs programmes such as *Newsnight* and *BBC Westminster*.

He was appointed Creative Director of Endemol UK in 2002 and stepped to become Chief Creative Officer in 2005.

Tim sits on the Endemol International Board. He is the Chair of The Guardian Edinburgh International Television Festival.

6. Inside Comedy

Armando Iannucci

Writer, Performer, Director and Producer

Armando Iannucci is the creator, co-writer and producer/director of *Alan Partridge*, Steve Coogan's failed chat-show host. Armando was responsible for two series of the BAFTA and British Comedy Award winning *I'm Alan Partridge* as well as its precursor, *Knowing Me, Knowing You...with Alan Partridge*.

Armando's first TV series was the hugely influential *The Day Today*, written with Chris Morris. Armando then went on to write and present three series of the Montreaux Award Winning topical show *The Friday Night Armistice* for BBC2, and hosted a live 3-hour *Election Night Armistice* in 1997, which won a Broadcast Television Award for best Entertainment Show

In 1999 Armando wrote and directed *Mouth*, a short film starring Daniella Nardini, which was part of Sky movies *Tube Tales*, a collection of short films set on the London Underground.

Armando has also conducted two sell-out live tours, in 1996 and 1999. In 2003 he presented a series of *Gash* a nightly topical comedy show for Channel 4, for whom he also wrote, directed and presented *The Armando Iannucci Shows* in 2001.

He currently writes a regular satirical column for *The Observer* as well as being a regular panellist on Radio Four's *News Quiz* and *The 99p Challenge*. He also writes and talks about classical music on Radio Three, and has recently written an opera libretto for composer David Sawer and the renowned Komische Opera in Berlin.

His most recent works include the award winning *The Thick Of It* and *Time Trumpet*, both for BBC2 and he has also written and directed TV and radio commercials for amongst others, Orange and Pot Noodle.

He is the winner of two Sony Radio Awards, and three British Comedy Awards, one of which was a unique Special Award for his outstanding contribution to television comedy.

7. Inside the BBC Trust

David Liddiment

Creative Director, All3Media and a BBC Trustee

David Liddiment is a consultant to and non-executive Creative Director of the independent production company All3Media and a producer at The Old Vic. He is former Director of programmes at ITV (1997-2002), and his extensive broadcasting career has included a number of roles ranging from executive producer of *Coronation Street*, to Director of Programmes at Granada TV, Head of Entertainment Group for the BBC Television, and Deputy Managing Director and Director of Programmes at LWT.

His programme commissions at ITV/Granada included *Pop Idol*, *Ant & Dec's Saturday Night Takeaway*, *Cracker*, *At Home with the Braithwaites*, and at the BBC, *The Mrs Merton Show* and *Men Behaving Badly*.

David was appointed to the BBC Trust when it was established on the 1st January 2007.

8. Inside Television News

Sue Phillips

Bureau Chief, al-Jazeera English, London

Sue Phillips' career includes senior roles as London Bureau Chief for the Canadian Broadcasting Corporation (CBC), Managing Director of News World International, and Senior Radio Producer and Senior Television Producer at CBC.

9. Inside Film and Television Composing

Dario Marianelli

Composer

Dario Marianelli was born in Pisa, and studied piano and composition in Florence and London.

After a year as postgraduate composer at the Guildhall School of Music and Drama, where he chaired the Contemporary Music Society, he received a scholarship from the Gulbenkian Foundation for a course held by Judith Weir and Lloyd Newson at Bretton University College on the subject of Composition and Choreography. Other scholarships allowed him to go to Germany for a series of workshops on European Film Music, and to spend three years at the National Film and Television School, from which he graduated in 1997.

Over the last few years Dario has written music for many feature films, TV dramas, documentaries, animations, theatre, contemporary dance and concerts.

He has written orchestral pieces for the BBC Symphony Orchestra and for the Britten-Pears Orchestra, vocal music for the BBC Singers, and incidental music for the Royal Shakespeare Company.

Dario has recently been nominated for an Oscar in the Best Original Score category for his music for the BAFTA award winning Working Title feature film: *Pride and Prejudice*. This score also won him the 'Classical Brit' award in the Soundtrack/Musical Theatre Composer of the year category and has also earned him an Ivor Novello award nomination.

Mario's prolific output includes:

Atonement (2007), *Goodbye Bafana* (2007), *The Return* (2006), *9/11: The Falling Man* (TV Documentary, 2006), *V for Vendetta* (2005), *The Brothers Grimm* (2005), *Pride and Prejudice* (2005), *Opal Dreams* (2005), *Shooting Dogs* (2005), *Burnt Out* (2005), *Cheeky* (2003), *September* (2003), *This Little Life* (TV, 2003), *I Capture The Castle* (2003), *In This World* (feature, dir. Michael Winterbottom, BBC Films: winner of the Golden Bear at the Berlin Festival 2002), *Happy Now?* (2001), *The Warrior* (2001), *Pandaemonium* (2000), *I Went Down* (feature, dir. P. Breathnach - Winner of the S. Sebastian Film Festival 1997), *Doom and Gloom* (dir. John McKay - ARTE prize at the Brest Film Festival 1997), *Ailsa* (feature, dir. Paddy Breathnach Winner of the San Sebastian Film Festival 1994).

10. Inside Cinematography

Lukas Strebel

Director of Photography

After training as a photography in Switzerland, Lukas Strebel came to England in 1973 to teach at the Bath Academy of Art. In 1975 he left to take up a scholarship as artist in residence at the University of Ottawa. Returning to Switzerland he worked his way from stills photographer to camera assistant and to Director of Photography. He has worked on a number of features abroad and UK productions including *The Scarlet Pimpernel* (BBC, 2000), *Murphy's Law* (Tiger Aspect/ BBC, 2002) and *Wall of Silence* (Granada, 2003). His work also includes a diverse range of projects including *Blackpool* (BBC, 2004, winner of the Global Television Grand Prize at 26th Banff Rockie Award and Golden Globe nominee), the Ray Winstone vehicle, *Vincent* (Granada, 2005), *Planespotting, Funland* (Granada, 2004), *The Lazarus Child* and *See No Evil* (Granada, 2005, winner of the RTS Award for Best Lighting, Photography and Camera Photography - Drama). In addition, Lukas has worked on a number of commercials and promos.