



CRAIG JONES

CHIEF COMMERCIAL OFFICER

Craig leads Movio's global business strategy for Movio Media.

BACKGROUND

Prior to Movio, Craig spent 10 years at Vodafone, one of the world's largest telecommunications companies. He held a series of senior national and global sales, and executive leadership roles in New Zealand and India. While based in India, he led global sales for one of Vodafone's largest international clients, significantly increasing market share in India, UK and Europe, while opening up new market opportunities in Africa and Asia Pacific. Most recently, he led a multi-million dollar, multi-year business transformation program for Vodafone New Zealand.

Since taking leadership of Movio Media, Craig has already secured a number of high profile partnerships with movie studios and global media agencies.

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Movio Media has the potential to transform not only the movie business, but also the wider marketing and advertising industry – and I'm excited about leading what is a significant global opportunity for Movio. ”

ABOUT MOVIO

With 56% of the cinema screens of the Large Cinema Circuit (cinemas with over 20 screens) currently engaged in North America as well as 29% globally, Movio maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide.