



SARAH LEITHWAITE

MANAGING DIRECTOR, EMEA

Sarah oversees operations in the EMEA territory, leads business development and provides strategic services to global exhibitors.



Technology has been the enabler but I believe it's Movio's expertise and strategic thinking that will ultimately help cinemas to realize the full potential of their customer data.

BACKGROUND

Prior to Movio, Sarah spent 15 years in the cinema industry in Canada, including her role as Vice President of Marketing at Cineplex Entertainment during which she led the development of their customer loyalty program and database marketing strategy.

Since taking the helm at Movio in EMEA, Sarah has successfully grown market share and established Movio as the leader in their industry for the EMEA market. Her position as a thought leader in data marketing and analytics for the cinema industry has made her a sought after industry speaker, panelist and blogger.

AWARDS & NOMINATIONS

Top 50 Women in Global Cinema 2017 & 2018
Top 40 Under 40 for European Cinema 2016 & 2018

SPEAKING ENGAGEMENTS

CinemaCon 2017
European Film Forum at Berlinale 2017
European Parliament's Cinema Innovation Conference 2017
UKCA Big Data Summit 2017
IBC Convention 2017 & 2016
Big Data/Big Movies International Conference 2016

ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionising the way the film industry interacts with moviegoers. Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind. Movie lovers at heart, it's our mission to connect everyone with their ideal movie.