



## MATTHEW LIEBMANN

CHIEF OPERATING OFFICER  
& PRESIDENT, CINEMA

Matthew oversees operationalization of Movio's strategy, while driving the continued success of Movio Cinema globally.

### BACKGROUND

For almost 25 years, Matthew has focused on the entertainment and media sector, with a track record of helping cinema exhibitors adapt to advancing technology and changing guest expectations.

Prior to joining Movio, Matthew spent much of his career in cinema exhibition and whilst at Hoyts Cinemas Australia designed, launched and ran the Hoyts Rewards loyalty program, which was awarded best loyalty program in Australia in 2012 by the Australian Marketing Institute.

Matthew was a leading entertainment and media consultant at PwC Australia, as well as the founding author of the *Australian Entertainment and Media Outlook* and a media spokesperson on sector matters.

He also served two full terms as a director on the Board of Screen Australia, the Australian Federal Government's key funding body for the Australian screen production industry.

### AWARDS

2012 Australian Marketing Institute Awards for Marketing Excellence – Loyalty Programs category for Hoyts Rewards.



I have always wanted to help cinema exhibitors thrive and for their guests to have a first-rate experience. Movio allows me to make this ambition a reality on a global stage.

### SPEAKING ENGAGEMENTS

CinemaCon 2018  
Korean Film Council (KOFIC) 2017  
Global Forum SAWA 2016  
CineShow 2016  
Script To Screen Summit 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.