



SARAH LEWTHWAITE

**MANAGING DIRECTOR AND
SENIOR VICE PRESIDENT, EMEA**

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

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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,
Top 40 Under 40 for European Cinema 2016

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

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.