



## SARAH LEITHWAITE

CHIEF CLIENT OFFICER

Sarah is accountable for Movio's revenue and the company's cinema, film studio and film distributor partnerships, globally.

### 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.

Joining Movio in 2014 to oversee the company's growth in the EMEA region, Sarah successfully grew 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. She also sits on the board of the Event Cinema Association and is a Director for the Cinema Technology Community CIC.

### AWARDS & NOMINATIONS

Top 50 Women in Global Cinema 2020, 2019, 2018 and 2017  
Top 40 Under 40 for European Cinema 2018 & 2016



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.

### 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.