



BIOGRAPHY: ALISTAIR MCEWAN

SVP, COMMERCIAL DEVELOPMENT, ASIA & ANZ

Alistair McEwan is the SVP, Commercial Development for Asia, Australia and New Zealand.

In this role, he is responsible for the delivery of profitable advertising sales revenues from the Asia-Pacific region on BBC World News, BBC.com, BBC World Service, *Top Gear*, BBC Good Food and BBC Worldwide Channels. He leads an integrated regional advertising team optimising opportunities across BBC Worldwide and BBC Global News Ltd's portfolio in the region. Alistair is a member the executive leadership teams of BBC Advertising and BBC Worldwide in Asia and ANZ.

Alistair joined BBC Worldwide in July 2013 as VP for BBC Advertising ANZ. In 2014 he was appointed Director of Advertising Sales & Brand Partnerships where he led a cross media commercial department for BBC Worldwide ANZ, responsible for multi-channel advertising and sponsorship revenues for the portfolio of media brands and platforms in Australia and New Zealand. This included the Subscription TV channels BBC First, BBC UKTV, BBC Knowledge and BBC World News, as well as BBC.com and BBCGoodFood.com. Additionally Alistair has managed the BBC Worldwide joint venture interest with Bauer Park Publishing for *Top Gear Australia* magazine and web site. He continues to oversee the ANZ Ad Sales and Brand Partnerships team, as well as the extended remit for Asia.

Alistair has 20 years' experience in media spanning several posts across Asia, Europe and Africa. Alistair joined BBC Worldwide from multi-screen media and marketing agency Modaliti and prior to this he was National Group Advertising Director at News Ltd. Before moving to Australia in 2010 Alistair was International Advertising Director at *The New York Times*, with his first 12 years in media being with Paris based newspaper the *International Herald Tribune* where he worked in various commercial roles in Singapore, Johannesburg, London and Paris.

Alistair works from both the Singapore and Sydney offices.

July 2015