



BIOGRAPHY: JON PENN
MANAGING DIRECTOR, BBC WORLDWIDE AUSTRALIA & NEW ZEALAND

Jon Penn joined BBC Worldwide Australia & New Zealand as its new Managing Director in April 2013, with full P&L budgetary responsibility for the global business in territory.

BBC Worldwide is the commercial arm of the BBC and exists to exploit the value of the BBC's assets globally for the benefit of the licence fee payer, investing in public service programming in return for rights. BBC Worldwide Australia & New Zealand generates yearly revenue of over AU\$100m across a broad range of business areas including five wholly owned channels, television sales and distribution, format sales, brand licensing, ad sales, live events, digital and consumer products.

In his capacity as MD, Jon leads the 130-strong regional team who produce and commercialise the company's assets for the local market. In his first week as MD, the company announced it would be launching a new premium BBC channel on Foxtel in August 2014 to showcase premiere drama and comedy.

Jon joined BBC Worldwide from the global TV content producer FremantleMedia, where he was CEO Asia Pacific for commercial division FremantleMedia Enterprises.

Jon founded FremantleMedia Enterprises' brand licensing and interactive media division in Australia in 2001 and his responsibilities later expanded to include the rest of Asia Pacific. He was instrumental in turning MasterChef Australia into a multi-million dollar, multi-platform brand over three years and his career has seen him launch new business enterprises across both traditional and digital media platforms, delivering overall revenue growth for FremantleMedia Enterprises in the Asia Pacific region.

Promoted to CEO FremantleMedia Enterprises Asia Pacific in 2009, he added TV distribution, home entertainment and live events to his responsibilities and led the team that built multi-platform brand franchises out of The X Factor, QI, Grand Designs and Merlin, amongst many marquee TV properties.

Prior to FremantleMedia Enterprises, Jon worked for Fairfax Media's digital division – Fairfax Digital - and has held a variety of sales, marketing and business development roles over his 22 year career, which includes working for PC manufacturer HP (then Compaq) and professional services firm KPMG.

Jon holds a Bachelor of Commerce degree from the University of New South Wales, and also acts as a non-executive director of The Smile Foundation.

He has made keynote addresses on brand building strategies at recent conferences including SPAA, LESANZ annual general meeting and Mumbrella360 and has previously been invited by Screen NSW to assist annual funding applicants with business planning.

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