



BIOGRAPHY: LAURA DUMBRELL
HEAD OF COMMUNICATIONS, BBC WORLDWIDE AUSTRALIA & NEW ZEALAND

Laura joined BBC Worldwide Australia & New Zealand as Head of Communications in September 2011, overseeing all internal and external communications for this growing business.

Laura originally relocated to Sydney from the UK for a year, moving from the BBC to the commercial arm of the business on attachment. She was offered a permanent role to lead a merged communications team for the territory in January 2013, working across channels, sales and distribution, consumer products, live events, ad sales, digital and other new business areas.

Since Laura has been in this role she has created a communications team and strategy that is central to the business; raised the profile of the business and its senior leaders both with media and opinion formers; improved internal communications and digital communications; handled some high profile launches, including the global BBC iPlayer, and the announcement of a new premium BBC channel.

Prior to this role, Laura worked in the UK as Head of Communications for BBC Two, BBC Four and Knowledge from 2008-2011. She was the strategic lead for two of the BBC's high profile public service channels, managing a team of 15 across all factual programme publicity, an area that is key to delivering the BBC's reputational dividend. From 2002-2008 she was Head of Communications for BBC Two and Factual programs.

Throughout a 20 year career in publicity for television broadcasting and content creation across free to air and subscription TV, Laura has successfully launched new brands and repositioned existing ones; advised and raised the profile of senior executives; handled complex, sensitive issues and managed crises.

As well as working for BBC Worldwide and the BBC, she has worked for Granada Media, London Weekend Television, Granada Sky Broadcasting and Roy Addison PR. Some career highlights include: creating the BBC's first Year of Science in 2010; getting the nation reading for The Big Read, which secured the BBC's first retail partnerships; crisis managing Jerry Springer The Opera, in the face of a record number of complaints and protests; leading BBC One through the aftermath of 'Queengate'; and helping to raise the profile of some of the BBC's biggest brands, including Top Gear.

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