



BIOGRAPHY: LINDA DEUBEL
DIRECTOR OF BRANDS AND MARKETING, BBC WORLDWIDE AUSTRALIA & NEW ZEALAND

Linda Deubel was appointed Director of Brands and Marketing for BBC Worldwide Australia and New Zealand (ANZ) in February 2015.

As Director of Brands and Marketing, Linda oversees BBC Worldwide ANZ's marketing department, delivering marketing and brand management services across all business areas, from channels, global brands and consumer products to programme sales, advertising sales, digital and live events.

Linda has a wealth of experience across marketing, brands and communications in both Sydney and London, with brands including National Geographic Channel and SBS. She joined BBC Worldwide ANZ in 2009 as Network Communications Manager. In 2012 Linda became the Head of Marketing for Channel Brands and later enhanced her role to become Head of Marketing for Entertainment Brands.

A key member of the marketing team behind the successful launch of BBC First, Linda helped to create an end-to-end campaign from embryonic brand development to launch strategy and execution. She has also pioneered local trade events, Showcase ANZ. In her communications role, Linda led the consumer launch of BBC Knowledge in New Zealand and launched the VOD service, Global BBC iPlayer.

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