



UNION INTERNATIONALE DES CINÉMAS  
INTERNATIONAL UNION OF CINEMAS



For immediate publication

## UNIC LAUNCHES SEVENTH EDITION OF THE WOMEN'S CINEMA LEADERSHIP PROGRAMME

**Brussels: 21 June 2023 - The International Union of Cinemas (UNIC), the European cinema trade grouping, today launched the seventh edition of its Women's Cinema Leadership Programme, a 12-month mentoring scheme for women in cinema exhibition.**

Twelve talented female cinema professionals will get an exclusive opportunity to learn, enjoy networking opportunities and receive career advice from outstanding women executives from across the cinema landscape, each recognised for their leadership and business success.

The programme remains UNIC's flagship initiative to help address the current gender imbalance at senior levels of the industry and works to encourage and empower female professionals as the industry looks to realise its full potential. The 2023/24 edition welcomes the following key female leaders and rising female professionals from the cinema exhibition landscape, representing 11 countries and 22 companies:

### Mentors

**Tanya Easterman**, Founder, Daiku, UK

**Patricia Edeline**, Chief Operating Officer and Booking Manager, Sociedad Cinematográfica de Centros Comerciales, Spain

**Christine Eloy**, Managing Director, Europa Distribution, Belgium

**Elisabetta Hoch**, Regional Operations Manager, UCI Cinemas (Odeon Cinemas Group), Italy

**Marilyn Iacovissi**, Operational & Commercial Director, The Boxoffice Company, France

**Marta Kowalska**, Studio and Integrated Marketing, Director Spain and Portugal, The Walt Disney Studios, Spain

**Helen Moss**, SVP International Distribution, Paramount Pictures International, USA

**Renate Scheliga**, General Manager, Maccs & Numero, Vista Group, Germany & Austria

**Jenny Sidorova**, Head of Marketing, DX, Norway

**Alina Sigaro**, VP EMEA Distribution, Universal Pictures International, UK

**Delfine Van Boxlaer**, Director of Talent and People, Cinionic, Belgium

**Kristina Warner**, VP Global Content Acquisition, D-BOX Technologies, Canada

### Mentees

**Pia Ardovino**, Media & Partnership Manager, The Space Cinema (Vue International), Italy

**Sandra Bakula**, International Marketing Manager, Cineplexx, Austria

**Charline Baudry-Biancarelli**, VP Global Marketing and Partnerships Strategy ICE Theaters, France

**Melissa Delft**, Senior Manager Business Intelligence, Cinionic, Belgium

**Isabel Garcia**, Commercial Director, ACEC Cines, Spain

**Lauren Greene**, Business Development Director, EMEA, Movio, UK

**Elena Martinez**, Senior Film Booker, Odeon Cinemas Group, UK  
**Maria Moro**, Legal Head, Cine Yelmo, Spain  
**Hana Peoples**, Film Industry Researcher, Alexander von Humboldt Foundation, Germany  
**Pilar Sierra Artieda**, General Secretary, Gremi de Cinemes de Catalunya, Spain  
**Maria Sweeney**, Group Chief Communications Officer, Showtime Group Solutions, Ireland  
**Zsófia Varga**, Film Programmer, Everyman Group, UK

Welcoming this latest edition of the programme, UNIC CEO Laura Houlgatte commented:

*“Since its launch in 2017, the programme has created a community of more than 120 inspiring female professionals. It’s been immensely rewarding and humbling to witness their empowering journey – we are grateful to all of them for their passion, commitment and trust.*

*There is still a long way to go to achieve full diversity and inclusion in management roles in the industry and we all need to do our part. Thank you to each one of these fantastic women for their dedication and belief in the transformative power of this programme and to IMAX and Vista Group for their support for in this initiative.*

*Welcome to our new mentees and mentors – what an exciting group of women leaders ready to learn and inspire. May this experience open doors, shatter glass ceilings and forge lasting relationships. And to our graduating cohort – this was only the beginning. Thank you for everything, congratulations and wishing you all the best!”*

## **Notes for editors**

The UNIC Women’s Cinema Leadership Programme is a 12-month cross-sector, international mentoring scheme for women in cinema exhibition.

Launched in 2017, the Programme is rooted in the belief that gender-balanced leadership in cinema exhibition is imperative for business success, better governance and equity in the industry.

More information [here](#).

## **The International Union of Cinemas (UNIC)**

The International Union of Cinemas/Union Internationale des Cinémas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and neighbouring regions. More information at [www.unic-cinemas.org](http://www.unic-cinemas.org)

## **Champions of the UNIC Women’s Cinema Leadership Programme:**

### **About IMAX Corporation**

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you’ve never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX’s network among the most important and successful theatrical distribution platforms for major event films around the globe. Streaming technology company SSIMWAVE, an IMAX subsidiary, is a leader in AI-driven video quality solutions for media and entertainment companies.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of December 31, 2022, there were 1,716 IMAX systems (1,633 commercial multiplexes, 12 commercial destinations, 71 institutional) operating in 87 countries and territories.

Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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### **About Vista Group International**

[Vista Group International Ltd](http://www.vistagroup.co) (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). The Group provides software and additional technology solutions across the global film industry. Cinema management software is provided by Vista Entertainment Solutions ('Vista Cinema'), the originating business of the Group.

Movio (authority in moviegoer data analytics), Veezi (cloud-based software for the independent cinema market), Maccs (film distribution software), Numero (box office reporting software for film distributors and cinemas), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer 'go to' portal for movie information) provide an innovative range of complementary products across additional film industry sectors, from production and distribution, to cinema exhibition through to the experience of the moviegoer. Vista Group has offices located in New Zealand (Auckland HQ), Sydney, Cape Town, London, Amsterdam, Groningen, Timișoara, Shanghai, Beijing, Los Angeles, and Mexico City.

For more information, visit [www.vistagroup.co](http://www.vistagroup.co).

### **Further Enquiries**

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