

CMPA appoints Andrew Addison as Vice-President, Communications & Marketing

OTTAWA, June 29, 2016—The Canadian Media Producers Association (CMPA) today announced the appointment of Andrew Addison as Vice-President, Communications and Marketing, based in Toronto. A member of the Senior Leadership Team, Andrew will report to President and CEO Reynolds Mastin and provide strategic direction, leading the development and execution of integrated marketing and communications strategies for the CMPA.

“With his breadth of experience, Andrew brings a deep understanding of what it takes to align marketing and communications functions to drive broad strategic goals,” said Mastin. “The independent production sector in Canada is thriving, while at the same time, the advent of digital technologies and the pending Federal Heritage Review have brought us to a crossroad. We are thrilled to welcome Andrew aboard to help promote the stellar reputation of our sector at this significant time.”

“Independent producers play a hugely important role in Canada; they are storytellers who help shape our national identity, and economic generators who create jobs and drive growth in cities and towns across the country,” said Addison. “I’m very excited to take on this role and look forward to building the profile of our sector, ensuring indie content producers remain in a strong position to make significant contributions to our national cultural character.”

Prior to his appointment, Andrew worked closely with the CMPA as a consultant at the global communications firm, FleishmanHillard. As an Associate Vice President for the firm’s Reputation Management Practice in Toronto, he led national communications campaigns and provided strategic counsel for some of the most recognizable brands in Canada. Prior to joining FH, Andrew was Manager of Media Relations at the Canadian Bankers Association, where he helped shape the reputation of the banking industry during the global financial crisis and acted as spokesperson on behalf of the industry.

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ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country’s leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. cmpa.ca

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