

12<sup>th</sup> Edition of Medici – 27–29 September 2023

## BIOGRAPHIES OF THE MEDICI TEAM AND SPEAKERS

### MEDICI SPEAKERS

#### **Koen Van Bockstal, CEO of the Flemish Audiovisual Fund, VAF, Belgium**

Koen van Bockstal is a historian of Ghent University. After a short period as a history and aesthetics teacher in secondary education and freelance journalist at De Morgen, he worked for over 18 years in the music industry as CEO (including at MCA Music Entertainment, Sony Music Entertainment and SONY BMG). After a short visit as business manager at the Ghent Film Festival, he worked as managing director at Oxfam Wereldwinkels and Oxfam Fairtrade. After a short period as director of UNICEF Belgium, he started working as CEO at the Flemish Audiovisual Fund in January 2021. He recently led Literatuur Vlaanderen, the sister fund of the VAF, which has focused on supporting the literary world for eight years.

#### **Tomas Eskilsson, Head of Strategy, Film i Väst, Sweden**

After working as a researcher, Tomas Eskilsson started Film i Väst in 1992. From 1992 to 2016, he was CEO of Film i Väst and was involved in the coproduction of around 600 films, documentaries and TV dramas, plus 400 short films. Tomas Eskilsson is currently head of strategy & film policy at Film i Väst and author of the report 'Public Film Funding at a Crossroads' (March 2022) and 'Public Film Funding at a Crossroads II' (to be published August 2023).

#### **Masha Ibeschitz, Founder & Chairperson of the Think Beyond Group, Austria**

Masha Ibeschitz, founder and chairperson of the Think Beyond Group, has over twenty years of experience in leadership, success management and change. She accompanies organisations, institutions and individuals on their way to finding what is necessary to achieve the results, satisfaction and success they desire. She works with a unique toolbox to support aimed changes. In addition to her business studies at the Vienna University of Economics and Business, she has professional experience in HR development. As a lecturer, she is a certified systemic consultant, Kirkpatrick partner and PCM coach, and chief transfer enabler at the Institute for Transfer Effectiveness.

#### **Valentina Iusuphodjaev, Director of the National Film Center of Moldova**

Valentina Iusuphodjaev started her career in the film industry as a text editor, script supervisor, and director's assistant. She opened her own production company in 2005. Since then, she has been an independent video and film producer and owner of Brio Film Production, one of the leading production companies in advertising, music videos, media events, social campaigns, and training. In 2021 she became a director of the National Film Center of Moldova.

**Sanne Junker Pedersen, Head of the initiative 'Closer to the Audience', DFI, Denmark**

Sanne worked over the last 15 years in the field of outreach and marketing as well as an adviser and interlocutor for the Danish film industry. She was active as a commissioner regarding audience perspectives, following the supported projects from the early development stage through production and only ending when the film hit the market. She has worked with commercial cinema, art-house movies, and films for a niche audience. Before being appointed Head of 'Closer to the Audience', she was part of the selection committee for the Danish 'The Market Scheme', where feature films with a significant audience potential are supported.

**An Feyfer, Coordinator Talent Development at Flemish Audiovisual Fund, VAF**

Feyfer studied cinematography at Narafi Filmschool in Brussels. After graduating, she started as an editor for the Flemish commercial television broadcaster VTM where she first worked for the news. She later changed to work on factual programs, editing trailers and some children's fiction programs. In 2004 she went back to Narafi Filmschool, where she started teaching. 2012 she worked at 'CANON Cultuurcel' of the Flemish Ministry of Education & Training. During a two-year project, she worked with other experts to further develop the media literacy policy for the Flemish schools. In 2018 she joined VAF as a Talent Development Coordinator.

**Rikke Flodin, partner at PUBLIKUM, Norway**

Rikke Flodin holds an MSc in Anthropology from the University of Copenhagen. She has worked on more than 45 titles across nine European countries, helping provide filmmakers with reaching out for audience awareness. She specialised in audience experiences, and since 2020, she has been working with audience insights and understanding at Danish-based PUBLIKUM.

**Kjersti Mo, CEO of the Norwegian Film Institute**

Kjersti Mo has been the CEO of the Norwegian Film Institute since November 2019 and has spearheaded the modernisation of the NFI, through trend analysis, new strategies, organisational changes, streamlining plan- and budget processes. She realised the renovation of the office spaces and the Cinematheque, with a grand reopening this May. Before entering the audiovisual sector, Kjersti Mo had a distinguished career in the media sector, mainly as an editor and director. Her administrative responsibilities included a wide range of positions and major restructuring projects where she had to develop new business areas.

**Jonathan Olsberg, Executive Chair of Olsberg SPI, United Kingdom**

Jonathan Olsberg founded SPI in 1992 and has guided the company to its position as one of the leading consultancies for the global creative industries. His work as executive chair ranges across all areas, and he has led the company's expansion, with clients now in many parts of the world. Jonathan's previous roles in production, distribution and finance have facilitated SPI's practical understanding of the screen sector.

Following a first career in international finance, Jonathan has been in the film industry for the last 40 years. He has experience as a producer and executive producer, distributor in the USA and international sales agent. Jonathan Olsberg is a member of the British Academy of Film and Television Arts (BAFTA), the British Screen Forum and the European Film Academy.

## MEDICI TEAM

### **Tamara Tatishvili - MEDICI head of training, Belgium**

Tamara Tatishvili is the Head of training at MEDICI. She creates the programme of the workshop. She is responsible for the content of the workshop and its strategic outline. She combines solid experience in international funding and promotion with a strong passion for talent curation. She worked for several years as Director of the Georgian National Film Center (2010–2013). Prior to that, she co-founded and served as Executive Director of the "Independent Filmmakers' Association - South Caucasus" (IFA-SC). Among various strategic roles, she acted as Strategy and Partnerships Manager for European Women's Audiovisual Network, and curated the industry conference *CINEMA BACKSTAGE* for Odesa International Film Festival in Ukraine. She is a regular consultant at *BOZAR's Bridges East of West Film Days* in Belgium and is often invited as a moderator of high-profile industry events.

### **Petri Kempainen, MEDICI Moderator, Finland**

Petri Kempainen is a film and TV consultant, working internationally in financing and development, policies and training. He started his career in culture journalism and publishing. In the mid-1990s, he started working at YLE, where he stayed for over a decade. Then he served at The Finnish Film Foundation (2005–2013), was a Eurimages Board of Management member from 2006 to 2013, and was the CEO of the pan-nordic funding body Nordisk Film & TV Fond (2013–2019) in Oslo. From 2019–2023 he was a Swedish Film Institute board member. In 2020 he set up his consulting enterprise P1 Kempainen. Currently, he is a Senior Advisor at the Finnish Impact Film Fund, managed by Aurora Studios in Helsinki and a board member of EWA Network (since 2020). He is a member of the European Film Academy. Petri Kempainen has initiated workshops such as Nordic Genre Boost and Nordic Distribution Boost and worked for training organisations like EAVE and FOCAL.

### **Neil Peplow, CEO of London Film School, Facilitator, United Kingdom**

Currently CEO of the renowned London Film School, Neil has been helping major international organisations balance social and commercial sustainability for over 30 years. Until January 2023, he was Director of International and Industry Affairs at the BFI, where he led the growth of investment in the UK sector whilst increasing global awareness and distribution of UK content and talent. He had advisory roles on the Creative Industries Trade and Investment Board, the Trade Advisory Group and the British Film Commission National Advisory Committee.

As CEO of Australia's national film school, he established the Screen Diversity and Inclusion Network, helping broadcasters and industry bodies to realise the value of cultivating diversity. Bringing together his experience in commercial strategy, funding, public policy, innovation and education, Neil led the UK Skills Review, commissioned by the UK Government in 2022. He has produced and executive produced numerous UK independent films.

**Ashleigh Bell - Project Coordinator**

Ashleigh Bell is the international project coordinator at Focal. Her key tasks include liaising with the local venue, hotel and restaurants, organising participant transportation and ensuring technical and logistical support during the workshop.

**Rachel Schmid – Project Leader**

Rachel Schmid is the Director of FOCAL. She oversees the MEDICI workshop's entire process, from the concept, financing, organising, and contracting to reporting. She recruits the team and is the contact person for the partners. Rachel Schmid began her career as a stage play production manager in 1986 and later moved towards film production. Since 1999 she has worked as a script consultant and has supported countless screenwriters, production companies, film funds, training programmes and festivals in Switzerland and abroad. Before working at FOCAL, she served the film industry as Head of MEDIA Desk Switzerland and as deputy director of ZHdK's MA in performing arts. As a development expert, she also worked as a Swiss representative to CoE Film Fund Eurimages and as a committee member of various film funds.