

MARTIN CUFF - Curriculum Vitae: June 2017

INTERNATIONAL MARKETING & COMMUNICATIONS SPECIALIST

ABOUT

I am a marketer, communicator, project manager, business strategist, consultant, speaker, writer and trainer with more than two decades of global experience in the film, media and tourism sectors. I am an accomplished director of people and projects and have worked extensively in multi-national, -cultural, -lingual and -ethnic environments, including in International and pan-African organizations. For over twenty years, governments and their agencies have relied upon me to craft, develop and market their Film, Media, Cultural Industries and Tourism capacity. I have successfully completed high-profile projects in countries as diverse as South Africa, Tanzania, Serbia, Indonesia, Georgia, Sweden, the UK, the USA and Peru.

CAREER TIMELINE

MARTIN CUFF CONSULTING, OWNER 2006 – DATE
ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL, EXECUTIVE DIRECTOR 2011-2015
COLORADO FILM COMMISSION, EXECUTIVE DIRECTOR, 2005 - 2006
CAPE FILM COMMISSION, CHIEF OPERATIONS OFFICER (ACTING CEO) 2002 – 2005
CAPE TOWN FILM PERMIT OFFICE, ACTING MANAGER, 2003 - 2004
SOUTH AFRICAN ASSOCIATION OF STILLS PRODUCERS, EXECUTIVE DIRECTOR, 2002-5/2007-11
SITHENGI, THE SOUTHERN AFRICAN INTL. FILM & TV MARKET, CHIEF OPERATIONS OFFICER, 1997 – 2001
PARAMOUNT PUBLICITY, PR & MARKETING 1994 – 1997
ARTSTART, LONDON, WRITER, 1991 - 1994

CONTACT INFORMATION

8 Vredehoek Avenue, Oranjezicht,
Cape Town 8001, South Africa.
Cel: +27 82 403 3661
E: martin@martincuff.com
W: <http://www.martincuff.com>

EDUCATION

Goldsmith's College, Univ. of London - BA 2.i (Honours) English Literature & Drama,
Gresham's School, UK - 3 A Levels (A,B,B) 2 A/O Levels, 11 O Levels.

LANGUAGES - English, Spanish, French, some German

NATIONALITY - British / South African

MARTIN CUFF SKILLS & EXPERIENCE

CONTENT & MARKETING

Content & Marketing, internal and external communications, B2B and B2C. Digital Media, Transmedia, Social Media, traditional print, magazines, events, conferences, workshops, presentations, trade shows, tv & internet broadcasts, tv productions, websites. Major Brands developed and/or marketed:

Peru	City of Tbilisi, Georgia
Namibia	State of Colorado
South Africa	Province of the Western Cape
Serbia	Province of kwaZulu-Natal
Republic of Georgia	V&A Waterfront (Cape Town)
City of Cape Town	Southern African International Film and Television Market (Sithengi)
City of Johannesburg	AFCI Locations Trade Show
City of Durban	
City of Belgrade, Serbia	

INTERNATIONAL EVENTS & EXPOS

Global event development and management experience including exhibition planning, operations and content development. Activations include:

Locations Africa Transmedia Content Sessions, Kigali, Rwanda / Nairobi Kenya, 2016.	AFCI International Marketing Awards 2011, 2012,
AFCI International Locations Expo, Los Angeles, USA 2012	South African Pavilion, Mumbai, India, 2003, 2004
AFCI Cineposium, Jecheon, South Korea 2012,	Living History Projects, Iziko Museums Cape Town, 2002
AFCI University Masterclasses, Los Angeles 2011, 2012	South African Pavilion, Ouagadougou, Burkina Faso, 1999
The Produced By Conference/AFCI International Locations Trade Show, Los Angeles 2011	South African Pavilion, Cannes 1998-2002
AFCI Cineposium Paris, France 2011,	Southern African International Film and Television Market 1997-2002

PROJECT MANAGEMENT / BUSINESS DEVELOPMENT

Development and delivery of projects supporting client business objectives, including Business Feasibility, Business Strategy, Human Capital Development, Policy, Clusters & Incubators, Sector Research. Major Projects delivered for international clients include:

GUARDHOUSE STUDIOS MILAN –
Business Feasibility and Business Plan
KWAZULU NATAL FILM
COMMISSION – Human Capacity
Development Strategy (Film Sector)
JOBURG FILM OFFICE – Sector
Support Programmes (Skills,
Marketing)
DEPARTMENT OF ARTS & CULTURE,
SOUTH AFRICA – Locations Africa
Film Sector Marketing Project /
African Film Commissions Network
CITY OF JOHANNESBURG –Sector
Development Strategy (Film & Media)
KZN FILM COMMISSION – Provincial
“Film Friendly” Programme
V&A WATERFRONT – Business
Development Project (Film Sector)
EASTERN CAPE DEVELOPMENT
CORPORATION – Feasibility Study &
Business Case, Mandela International
Film Festival
KZN FILM COMMISSION – KZN Film
Hub & Studio Business Case
KZN FILM COMMISSION - Strategic
Planning Facilitation
CITY OF TBILISI, GEORGIA – Business
Development Strategy (Film Sector)
NATIONAL FILM & VIDEO
FOUNDATION OF SOUTH AFRICA -
Film Commission feasibility study
NAMIBIA FILM COMMISSION –
Broadcaster Commissioning Editor
Development
PERU FILM COMMISSION – business
planning of marketing initiative and 3
regional Film Offices for PROMPERU
NAMIBIA FILM TOURISM PROJECT –
NFC / Namibia Tourism Board
NATIONAL FILM & VIDEO
FOUNDATION SOUTH AFRICA –
South African Film Strategy
NAMIBIA FILM COMMISSION –
Incentive Establishment & Local
Industry Development

TANZANIA FILM FEDERATION –
Sector Development Program
MEDIA CITY, BUCHAREST,
ROMANIA, – Consultant on proposed
Media City Establishment &
Development
SERBIA FILM COMMISSION – Film
Commission establishment and Film
Incentive Development
GEORGIAN NATIONAL FILM
COMMISSION – Film Commission
establishment and Film Incentive
Development
BOOZ ALLEN HAMILTON –
Consultant on Film & Tourism for the
USAID Serbian Competitiveness
Program
TOURISM ORGANISATION
BELGRADE – Development of City
Breaks Tourism Capacity.
V&A WATERFRONT – Development
of Film Industry Permit Policy &
Protocols
V&A WATERFRONT WORLD MEDIA
& LEGACY CENTRE – Establishment &
management of World Cup initiative
EASTERN CAPE DEVELOPMENT
CORPORATION – Sector
Development Strategy, Film
NELSON MANDELA BAY
DEPARTMENT OF ECONOMIC
DEVELOPMENT – Film Feasibility
Study, Film Office Establishment
DURBAN FILM OFFICE – Film Sector
Review & Strategy, Film Office
Business Plan
KZN FILM COMMISSION – Film
Commission Establishment
GAUTENG FILM COMMISSION -
Provincial Film Permit Review
KENYA FILM COMMISSION – South
African Fact-finding Trip
AMATHOLE DISTRICT MUNICIPALITY
– Film Development Strategy
MIRAGE LEISURE GROUP – Durban
Film Studio Feasibility Assessment

BUFFALO CITY MUNICIPALITY –
Economic Development Plan

WESGRO – City of Cape Town
Business Constraints - Film Sector
review

INSTITUTIONS & ORGANIZATIONS

Establishment & management of Institutions / organisations / associations:
experience with Corporate Governance, Operations Management, Financial
Management, monitoring & reporting, Human Resources, Human Capital
development, Incubators & Clusters. Organisations and Associations managed
and/or supported:

ASSOCIATION OF FILM
COMMISSIONERS INTERNATIONAL
– Executive Director
COLORADO FILM COMMISSION –
Executive Director
CAPE FILM COMMISSION – Chief
Operations Officer (Acting CEO)
CAPE TOWN FILM PERMIT OFFICE –
Acting Manager
AFRICAN FILM COMMISSIONS
NETWORK – Establishment, Film
Commission Certification Project

ANIMATION SOUTH AFRICA –
Association Restructuring
SOUTH AFRICAN ASSOCIATION OF
STILLS PRODUCERS – Association
Management
NATIONAL ASSOCIATION OF
MODEL AGENCIES – Association
Management
SOUTH AFRICAN SCREEN
FEDERATION – Strategic Planning

COMMUNICATIONS

Research, Writing & Speaking

CANADIAN HIGH COMMISSION –
South African Cultural Industries
Mapping 2017
FILM INDUSTRY VISA ASSISTANCE
PROGRAMME – 2016 Report for the
Department of Home Affairs
INDONESIA FILM FORUM – Film
Tourism Keynote
NAMIBIA FILM FINANCE FORUM
2015 – Key Note, The Global Film
Industry & the new Marketing
Paradigm
MONTENEGRO FILM FORUM –
Keynote Speaker 2014 Industry Event
FILM IN SERBIA – “Giving the Danube
a starring role in the Movies”,
Belgrade, Serbia international
conference

TANZANIA MUSICIANS NETWORK –
Copyright & Royalties Research
TANZANIA FILM FEDERATION –
National Film Policy research
WORLD INTELLECTUAL PROPERTY
ORGANIZATION – Film Industry
Copyright Program, Tanzania
MINISTRY OF INFORMATION / PRO-
CON CONSULTING, TURKEY –
Establishment of three Regional
Turkish Film Commissions
MIXED REALITY FILM & FICTION
TOURISM CONFERENCE – Ystad,
Sweden international conference
DISCOP JOHANNESBURG 2015 –
Promoting Film Locations in Africa
NAMIBIA BROADCASTING
CORPORATION / FILM
COMMISSION – Windhoek, Namibia,

Content Development project, Social Media, Multimedia & Transmedia opportunities for development, NAMIBIA FILM WEEK, presenter, national workshops & conference NATIONAL FILM & VIDEO FOUNDATION OF SOUTH AFRICA – Film & Media Cities Research

NAMIBIA FILM COMMISSION – Film Tourism Research
ENTERTAINMENT PARTNERS / LA 411 / VARIETY – Cannes Film Festival 2014 - “The Global Community: A Focus on Production Incentives and Film Financing”
CANNES ECO 2012 Presentations on the role of Film Commissions

REFERENCES

Ms Ana Ilic
Director, Film in Serbia Republic of Serbia
Tel: +381 11 3230 581
Email: ana@filminserbia.com

Ms. Mary Nelson
Former Chairperson, Association of Film Commissioners International
c/o Virginia Film Office
Tel: +1 804 545 5530
Email: mnelson@virginia.org

Ms. Sharon Dulaney Valentine
Senior Economic Growth Advisor, Eastern Europe and Eurasia at USAID
Tel: +1 571 455 0172
Email: svalentine@usaid.gov

Ms. Florence Haifene
Director, Namibia Film Commission
Tel: +264 61 381 900
E-mail: info@nfc.na

Ms. Kathy English Brower
KEB Consulting
Tel: +27 082 453 6055
Email: Kathy@kathyeb.co.za

Links to Articles written, News & Interviews and Video Presentations available at www.martincuff.com or on request.