

# MARTIN CUFF

INTERNATIONAL EXECUTIVE DIRECTOR & SECTOR DEVELOPMENT  
SPECIALIST IN FILM, MEDIA, CULTURE & TOURISM

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Languages English, Spanish, French  
some Afrikaans, German, Serbian

Education Goldsmith's College University of London,  
BA 2.i English Literature & Drama

## EXECUTIVE SUMMARY

*I am a skilled Executive Director with seventeen years experience in global leadership roles. I am an accomplished manager of people and projects, with extensive practice in facilitating of complex and diverse stakeholder groups, private & public, national and international and in multi-cultural, multi-lingual, multi-ethnic environments. My specialism is the role of media and transmedia in communication and marketing, and the use of video in business development, economic development and tourism. Core skills include the ability to devise and implement innovative marketing & communication programmes, particularly through exceptional written & presentation materials, to build great relationships with stakeholders, and to devise dynamic policies, strategies, content and operational plans.*

## WORK EXPERIENCE:

### **MARTIN CUFF CONSULTING (2006-date)**

Martin Cuff Consulting works with governments and their agencies on film, media and cultural industry programmes that stimulate local economic and social development. Highlights include:

- SERBIA FILM COMMISSION – Film Commission establishment, Film Incentive Development
- PROMPERU – Establishment of the Peru Film Commission & recommendations for 3 regional film offices.
- NAMIBIA FILM COMMISSION – Research & Recommendations for Film Incentives, Research commendations for Film Tourism, Local Industry Development, Research into Cluster Development for Film Sector
- SOUTH AFRICAN NATIONAL FILM & VIDEO FOUNDATION – Review of financial support for the South African film industry (International Comparisons – for Urban Econ)
- TANZANIA FILM FEDERATION – Research & Recommendations for Film Policy
- TANZANIA MUSICIANS NETWORK – Review of copyright in East Africa
- GEORGIAN NATIONAL FILM COMMISSION – Film Commission establishment, Film Incentive Development
- COMPETE SERBIA - Consultant on Tourism for the USAID Serbian Competitiveness Programme, Development of City Breaks Tourism Capacity.

### **ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL (2011-12)**

Executive Director of the global AFCI organization representing the film industry capacity of 350 governments in 40 different countries on every continent. Board & staff in 10 countries. Highlights include delivering:

- The Produced By Conference/AFCI Locations, Los Angeles 2011
- AFCI Production Conference & Locations, Los Angeles 2012
- Cineposium Conferences, Paris 2011, South Korea 2012,
- AFCI International Marketing Awards 2011, 2012,
- AFCI University Masterclasses, Los Angeles 2011, 2012

- Hosting Cannes Eco Presentations, Cannes 2012

## **COLORADO FILM COMMISSION (2005-6)**

Executive Director, First foreigner hired to manage a US commission. Highlights include:

- Successful restructuring, re-launch of the world's oldest Film Commission as a private-public partnership (not-for-profit).
- Launch of comprehensive Colorado Film website.
- Re-election as Director of Board of the Association of Film Commissioners International.

## **CAPE FILM COMMISSION (2002-2005)**

Chief Operations Officer / Acting C.E.O. Highlights include:

- Introduced Africa's first city Film Policy,
- Increased budget 16-fold, increased staff from 1 to 25
- Acting Manager of the Cape Town Film Permit Office issuing over 4000 film permits annually.
- Introduced transformational regional Film Fund
- Elected as Director of Board of the Association of Film Commissioners International, the first African to be elected

## **SOUTH AFRICAN ASSOCIATION OF STILLS PRODUCERS (2000 – 2011)**

Director / Chairperson

Coordinating and Chairing SAASP, the organisation representing the interests of the 25 top photography production companies in SA with a collective turnover of R650 million p.a.

# SITHENGI – THE SOUTHERN AFRICAN INTERNATIONAL FILM & TELEVISION MARKET (1997-2000)

Chief Operations Officer of Africa's biggest media development event attended by 1500 people from 40 countries. Highlights include:

- Managing all aspects of three editions of the event
- Heading International Marketing Activities on behalf of the South African Film Sector sector at Cannes Film Festival, MIPTV and MIPCOM (France), FESPACO (Burkina Faso), Locations Trade Show (Los Angeles)

## Attachments:

Annexure A:	MARTIN CUFF PROJECTS & PROGRAMMES 2006-date
Annexure B:	INTERNATIONAL PRESENTATIONS, KEY NOTES, CONFERENCE PROGRAMMES, SPEAKING ENGAGEMENTS
Annexure C:	ARTICLES WRITTEN
Annexure D:	NEWS, INTERVIEWS, VIDEOS

## ANNEXURE A: MARTIN CUFF CLIENTS & PROGRAMMES 2006 - date

- SERVICE PRODUCTION PANEL - NFVF Presentation, DIFF2012
- DANUBE LOCATIONS CONFERENCE – Content Development, Presenter
- LOCATIONS AFRICA EXPO – Establishment, Content
- ASSOCIATION OF AFRICAN FILM COMMISSIONS – Establishment
- AFRICAN LOCATIONS GUILD – Establishment
- CITY OF JOHANNESBURG – Cannes Film Festival activation
- TANZANIA MUSICIANS NETWORK – Copyright & Royalties Management Review Project
- INDONESIA FILM FORUM – Film Tourism Keynote
- MIXED REALITY FILM & FICTION CONFERENCE, Ystad, Sweden – Keynote
- NATIONAL FILM & VIDEO FOUNDATION OF SOUTH AFRICA – South African Film Commission establishment
- TANZANIA FILM FEDERATION – National Film Policy
- NAMIBIA FILM COMMISSION – Broadcaster Commissioning Editor Development
- PERU FILM COMMISSION – establishment of PERU FILM and 3 regional Film Offices for PROMPERU
- NATIONAL FILM & VIDEO FOUNDATION OF SOUTH AFRICA – South African Film Strategy
- NAMIBIA FILM COMMISSION – Incentive Establishment & Local Industry Development
- NATIONAL FILM & VIDEO FOUNDATION OF SOUTH AFRICA – Film City Establishment
- NAMIBIA FILM COMMISSION – Film Tourism Research
- WORLD INTELLECTUAL PROPERTY ORGANIZATION – Film Industry Program, Tanzania
- TANZANIA FILM FEDERATION – Sector Development Program
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL – Executive Director
- MINISTRY OF INFORMATION / PRO-CON CONSULTING, TURKEY – Establishment of three Regional Turkish Film Commissions
- 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.
- CITY OF BELGRADE, SERBIA – Establishment of Film Permit Office
- 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 – Film Sector Strategy
- 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 – Development Support
- AMATHOLE DISTRICT MUNICIPALITY – Film Development Strategy
- MIRAGE LEISURE GROUP – Durban Film Studio Feasibility Assessment
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL – Official Film Commission Training Manual – Workforce Development
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL – Official Film Commission Training Manual – Building a Film Incentive
- SOUTH AFRICAN SCREEN FEDERATION – Strategic Planning
- BUFFALO CITY MUNICIPALITY – Economic Development Plan
- WESGRO - Western Cape Development Agency – City of Cape Town Business Constraints - Film Sector review
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL - Presenter of “Film Commissioner as Economic Developer” at AFCI Cineposium 2007
- SARAJEVO FILM FESTIVAL – Presenter of “The Economic Argument” during Cinelink 2010
- SOUTH AFRICAN ASSOCIATION OF STILLS PRODUCERS – Association Management
- NATIONAL ASSOCIATION OF MODEL AGENCIES – Association Management

## ANNEXURE B: INTERNATIONAL PRESENTATIONS, KEY NOTES, CONFERENCE PROGRAMMES, SPEAKING ENGAGEMENTS:

Recent highlights include:

- FILM IN SERBIA – “Giving the Danube a starring role in the Movies”, Belgrade, Serbia international conference
- BRITISH COUNCIL – INDONESIA FILM POLICY CONFERENCE – Djakarta, Indonesia international conference
- MIXED REALITY FILM & FICTION TOURISM CONFERENCE – Ystad, Sweden international conference - <http://bambuser.com/v/4013515>
- WORLD INTELLECTUAL PROPERTY ORGANIZATION – Film Industry Programme, Dar es Salaam, Tanzania regional conference
- TURKISH MINISTRY OF INFORMATION / PRO-CON CONSULTING – Antalya, Turkey national conference
- NAMIBIA BROADCASTING CORPORATION / FILM COMMISSION – Windhoek, Namibia, Content Development project, Social Media, Multimedia & Transmedia opportunities for development, Namibia Film Week, national workshops & conference
- ENTERTAINMENT PARTNERS / LA 411 / VARIETY – Cannes Film Festival 2014 - “The Global Community: A Focus on Production Incentives and Film Financing” webinar - <http://www.entertainmentpartners.com/result/?nid=8515>
- CANNES ECO 2012  
Presentations on the role of Film Commissions  
Rio - <http://youtu.be/0UVU9Zx6T9w>  
Malta - <http://youtu.be/CDPf0HM8W3Y>  
France - <http://youtu.be/lOmmGUgenqk>

## ANNEXURE C: ARTICLES WRITTEN

Recent highlights include:

- Film Tourism: A Route to Funding?  
<http://www.moviescopemag.com/featured-editorial/film-tourism-a-route-to-funding/>  
Moviescope Magazine, July/August 2013
- Extreme Measures, Standard Practice  
<http://locationmanagers.org/spring-2014/>  
LMGA's Compass Magazine, Spring 2014 edition
- If You Shoot It They Will Come: Global Film Tourism  
[http://locationmanagers.org/compass/Compass\\_Winter\\_2014.pdf](http://locationmanagers.org/compass/Compass_Winter_2014.pdf)  
LMGA's Compass Magazine, Winter 2014 edition
- Hollywood's Headache  
<http://now.vodacom.co.za/article/2013/07/05/the-end-of-hollywood>  
Vodacom Now – July 2013
- Social TV Takes Shape  
<http://now.vodacom.co.za/article/2013/03/19/social-medias-impact-on-film-and-television>  
Vodacom Now – March 2013
- Smart Call at Jozi Film Festival  
<http://now.vodacom.co.za/article/2013/02/07/smartphones-call-the-shots-at-the-jozi-film-festival>  
Vodacom Now – February 2013



## ANNEXURE D: INTERVIEWS, NEWS & VIDEOS

Highlights include:

- SERBIA PREPARES FOR A STARRING ROLE IN THE MOVIES  
<http://www.moviescopemag.com/featured-editorial/serbia-prepares-danube-for-starring-role-in-the-movies/>  
Moviescope, July 2014
- FOR FILMMAKERS, BRANKO BRIDGE CAN ACT BROOKLYN BRIDGE  
<http://www.novosti.rs/vesti/naslovna/reportaze/aktuelno.293.html:497792-Za-filmadzije-Brankov-moze-da-glumi-Bruklinski-most>  
Novosti Magazine, June 2014
- JAMES BOND IN SERBIA? WHY NOT?  
<http://english.blic.rs/Culture-Showbiz/10486/Martin-Kahf-Bond-in-Serbia-why-not>  
Blic, June 2014
- ON LOCATION: AFCI'S MARTIN CUFF TOUTS THE ROLE OF FILM COMMISSIONERS  
<http://latimesblogs.latimes.com/entertainmentnewsbuzz/2012/02/afcis-martin-cuff-touts-expanding-role-of-film-commissioners.html>  
LA Times, February 2012
- TANZANIA FILM STAKEHOLDERS ASSIST POLICY MAKING PROCESS  
<http://www.24tanzania.com/tanzania-film-stakeholders-assist-policy-making-process/>  
24 Tanzania, September 2013  
<http://in2east africa.net/tanzania-film-stakeholders-assist-policy-making-process/>  
In2EastAfrica.com, September 2013
- THE CHANGING ROLE OF FILM COMMISSIONS  
<http://www.moviescopemag.com/featured-editorial/the-changing-role-of-film-commissions/>  
Moviescope Magazine, June 2012

- TLG TALKS TO AFCI CARETAKER MANAGER MARTIN CUFF ABOUT HIS APPOINTMENT AND PLANS  
<http://www.thelocationguide.com/blog/2011/05/tlg-talks-to-afci-caretaker-manager-martin-cuff>  
The Location Guide - 20 May 2011

MARTIN CUFF INTERVIEW AT LOCATIONS EXPO 2010

<http://www.youtube.com/v/dGgSeuhAuwM>

MARTIN CUFF INTERVIEW AT CANNES FILM FESTIVAL 2012

<http://youtu.be/gCle7vJYs7w>

MARTIN CUFF INTERVIEW AT YSTAD MIXED REALITY FILM & FICTION CONFERENCE 2013

<http://bambuser.com/v/4013515>

MARTIN CUFF INTERVIEW CAPE TOWN 2012

<http://youtu.be/cRb6VkuTutU>

PRESENTATION: PREDICTING FILM TOURISM SUCCESS AT YSTAD CONFERENCE 2013

<http://bambuser.com/v/4015740>