

# NYWIFT || New York Women in Film & Television

For immediate release:

New York Women in Film & Television Announces:

## **NEW NYWIFT BOARD PRESIDENT SIMONE PERO**

The Accomplished Impact Producer Succeeds Longtime President Alexis Alexanian, and is  
Joined by New and Returning Leaders in Film, TV and Digital Media

**New York City (July 12, 2017)** - New York Women in Film & Television (NYWIFT) is pleased to announce Simone Pero as the new President of its board of directors as of July 1, 2017. Pero was most recently Vice President of Special Events, and previously Vice President of Membership. She is founder of For Impact Productions, a social impact film marketing and production company. For Impact's slate of film projects include *A Woman, A Part* with Maggie Siff; *Women in Hollywood* with Geena Davis, *The C Word* with Morgan Freeman; *A Woman Like Me* with Lili Taylor; and Matt Heineman and Susan Froemke's *Escape Fire: The Fight to Rescue American Healthcare*. Currently, Pero is a producer on Jennifer Fox's upcoming feature film *The Tale*, starring Laura Dern, Ellen Burstyn and Common. In addition to her producing work, Pero is on the leadership team and faculty at the new Stony Brook Killer Films MFA in Film program. Pero's penchant for issue-driven film began as co-producer of Alice Elliott's award-winning documentary *Body & Soul: Diana & Kathy*. Previously, Pero was Vice President for Corporate Communications at MTV and Director of Communication and Marketing at Cablevision's Rainbow Media (now AMC Networks). Prior to joining the media and entertainment industry, her career began in public policy and national politics.

"We are thrilled to have Simone lead our organization, particularly as the status of women in the industry has reached such an important crossroads," said NYWIFT Executive Director Terry Lawler. "She has been an asset on our board for several years, leading the last two Muse Awards events to great success. Her long history with the organization, along with her insight and commitment to the advancement of women in TV, film and digital media, make her the perfect candidate to lead NYWIFT into its 40<sup>th</sup> anniversary year."

"It's indeed an exciting and auspicious time for action and opportunity around equity in the entertainment business and I'm honored to continue NYWIFT's work for our members and leading our mission forward in the industry," Pero said.

Pero succeeds former President Alexis Alexanian, a highly accomplished producer and formerly the President of Production at Locomotive. Under Alexanian's five-year tenure, NYWIFT instituted groundbreaking new programs including The Writers Lab (presented in

partnership with IRIS and funded by Meryl Streep) for women over 40, the From Script to Pre-Production workshop, and the Women Filmmakers: Immigrant Stories series (presented with the support of NYC Council Member Elizabeth Crowley). Alexanian's focus on development strengthened the institution, and allowed it to establish expanded scholarships and grants. NYWIFT has also seen a large increase in its membership in the last few years. She will remain closely involved with the organization by chairing the Advisory Board, overseeing a strategic plan to maintain NYWIFT's fiscal health, quality programming and advocacy.

"Alexis was key in elevating NYWIFT's programming and profile, helping it to reach its full potential," said NYWIFT Executive Director Terry Lawler. "We are so grateful for her time, dedication and ingenuity."

Also departing with Alexanian is Anne Hubbell, who served two back-to-back terms on the board. Hubbell worked closely with Alexanian in strengthening and expanding NYWIFT's Development committee. Outside of NYWIFT, Hubbell is Vice President of Motion Picture at Eastman Kodak Company and the co-founder of the female-driven production company Tangerine Entertainment, whose latest film, *Keep the Change*, took top honors at the Tribeca Film Festival. Tangerine also recently launched the Tanji app for films by women.

As a nonprofit 501c3 public charity, NYWIFT is governed by an 18-member board of directors. Board members serve on committees in the areas of Development, Membership, Communications, Programming and Special Events. The board is elected by the membership.

Following the results of the 2017 board of directors election, two new members and three returning members will join NYWIFT's leadership:

**New Members:**

**Tracy Daniels** (Producer)

**Rachel Watanabe-Batton** (Producer and Media Consultant)

**Returning Members:**

**Margarita Sophia Cortes** (Publicist)

**Destiny Lilly** (Casting Director)

**Annetta Marion** (Director/Producer)

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**About New York Women in Film & Television:**

New York Women in Film & Television supports women calling the shots in film, television and digital media. NYWIFT energizes the careers of women in entertainment by illuminating their achievements, providing training and professional development, and advocating for equality.

The preeminent entertainment industry association for women in New York, NYWIFT brings together 2,100 women and men working both above and below the line. NYWIFT is part of a network of 40 women in film chapters worldwide, representing more than 10,000 members. NYWIFT produces over 50 innovative programs and special events annually, including the Muse Awards for Vision and Achievement, which honors women in front of and behind the camera, and Designing Women, which recognizes costume designers, makeup artists and hair stylists in the industry.

More information can be found online at: [www.NYWIFT.org](http://www.NYWIFT.org)

And follow NYWIFT social media for additional event updates, news and photos:

Facebook: <https://www.facebook.com/nywift>

Instagram: <https://instagram.com/nywift/>

Twitter: <https://twitter.com/NYWIFT>

Tumblr: <http://nywift.tumblr.com/>

Pinterest: <https://www.pinterest.com/nywift/>

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