



Board Experience

CEO, BRITISH FILM INSTITUTE
DIRECTOR, URBAN
REGENERATION CO LTD

‘...leaders make exciting things happen ‘

Amanda has worked in the screen industries, for over 30 years, latterly as the CEO of the British Film Institute the Lead body for Film and the Moving image in the UK. Responsible to government, and acting as a voice for the industry – domestic and inward bound, she was responsible for the continued development of the overall ecosystem to protect the UK’s competitive position and ensure it was the most creatively exciting and prosperous territory for film, television and the moving image.

Under Amanda’s leadership the BFI was comprehensively modernised, which led to the government passing over to the BFI all the responsibilities previously held by the UK Film Council, to make one central, more economical organisation which embraced cultural, artistic and commercial success. She led the development of the first ever holistic strategy for film and television in the UK.

During her time at the BFI she raised the funds and instigated the critical modernisation of the National Film Archive, for the first time ever, making it possible for everyone to enjoy. Seeing early on the opportunities that digital delivery offered cultural organisations, she pioneered the development of the BFI Player – making the BFI the first public organisation in the world to deliver such a platform which is today at the heart of the BFI’s cultural reach. The national lottery funds under BFI stewardship for film development and production were comprehensively simplified and re-focused on seeking and supporting emerging talent, with BFI backed films consistently achieving awards at Cannes, Venice and other international festivals. The BFI Film Festival developed and grew from a London based festival, to one that is recognised across the globe as a much-valued stage for filmmakers and a central glamorous moment in the UK calendar where the film world unites.

Her particular passion for inclusion and diversity led to the setting up of the BFI Film academy, backed by the industry and studios, it sought out and found talent across the UK, providing opportunity for those who without the Academy would not have had access to this industry. Similarly recognising the paucity and uncertainty of funding for film, she sought out a commercial partnership, eventually established with Calculus Capital, for a new EIS fund – a fund which today has a remarkable investment portfolio.

She stood back from executive work in 2020, and has used her understanding of people leadership, her wide international experience of driving innovation and change, alongside a mature understanding of the rapidly changing factors in the international creative screen sector to develop a portfolio of strategic advisory and Board positions at home and abroad.

In 2016 she was awarded a CBE for her contribution to the UK Film Industry.