



Former Fox and Disney Marketing Executive, Alexandra (Alex) Taylor joins brand new distribution and production development company, Maslow Entertainment

Sydney, Australia, Wednesday 28 October – Today, Maslow Entertainment announced the immediate appointment of Alex Taylor as Marketing and Partnerships Manager. In a critical role for the recently launched film distribution and production development company, Alex will oversee campaign strategy and execution for all Maslow titles, manage exhibition and VOD platform marketing and other third party partnerships.

Alex's career and passion for film began with a number of years working in production on both major Studio and local independent films and television series across Australia, ranging from 'The Rover' to 'Pirates of the Caribbean: Dead Men Tell No Tales'. She then made the seamless transition from production to distribution, undertaking roles in promotional partnerships and trade marketing for 20th Century Fox Film Distribution, and most recently was the Studio Marketing Executive for non-franchise titles at The Walt Disney Company.

She will report directly to Founder and Managing Director of Maslow Entertainment, Marc Wooldridge. Marc comments, 'Alex is an absolute superstar. I worked with her for almost 4 years at Fox, and I'm simply thrilled to have her with me as part of Maslow. She is results focused, collaborative and innovative, with keen attention to detail and a thirst for knowledge. She also has an innate ability to build trusted relationships, earning the respect of everyone she works with across the industry'.

'I am honoured and excited to be joining Maslow Entertainment' says Alex. 'Marc is passionate about film and like me, committed to achieving creative and commercial success. I am thrilled to have the opportunity to work with him again and establish Maslow Entertainment as a trusted partner for compelling content and creative talent.'

About Maslow Entertainment

Maslow Entertainment is a film distribution and production development company based in Sydney. We aim to contribute to a varied and vibrant film industry across all screens in Australia and New Zealand, by being forward thinking, audience orientated, results driven and a trusted partner for compelling content and creative talent.

MASLOW ENTERTAINMENT. THE EXPERIENCE OF A STUDIO. THE MINDSET OF A START-UP.

www.maslowentertainment.com