



**FOR IMMEDIATE RELEASE**

**ANDREW ESSEX NAMED CEO OF TRIBECA ENTERPRISES**

***Award-winning Marketing Executive to Report to Co-founder and Executive Chair Jane Rosenthal***

**January 7, 2016 - [New York, NY]** — Tribeca Enterprises co-founder Jane Rosenthal today announced that Andrew Essex has been named CEO of Tribeca Enterprises. In his new role, the former Vice Chair and founding CEO of creative agency Droga5 will oversee Tribeca's businesses, reporting to Rosenthal, who will serve as Executive Chair. Essex will be responsible for overseeing partnerships, marketing, content and digital strategy, business development, as well as all day-to-day operations. As Executive Chair, Rosenthal will continue to work on the strategic growth of the company, creating new verticals, such as the recently launched Tribeca Games, as well as new avenues for brand expansion.

"It is an extraordinary pleasure to be welcoming Andrew as we head into the 15th Tribeca Film Festival. Andrew is one of the brightest, most creative minds in the media business. His experience, wit, and vision make him uniquely suited to build on Tribeca's accomplishments," said Jane Rosenthal, Executive Chair and Co-Founder, Tribeca Enterprises. "It is personally gratifying to me to see the community of storytellers and audience we have built from the first festival and to know the excitement and vision Andrew will bring to all we do in the future."

"I consider Tribeca to be one of the world's premier multi-platform storytelling organizations, and I am delighted to be joining this prestigious brand and the brilliant team that Jane and her partners have put together," said Andrew Essex, CEO, Tribeca Enterprises.

Essex will oversee a senior management team including Paula Weinstein, Executive Vice President, Content and Programming; Patty Newburger, Executive Vice President, Event Strategy and Operations; Sandy O'Hearren, Chief Financial Officer; Karen Lorenzo, General Counsel, and all TE operations.

In addition, Genna Terranova will continue in her role as Tribeca Film Festival Director, working alongside Artistic Director Frederic Boyer, and Geoff Gilmore, who will continue as a consultant on Tribeca Film Festival. Together, the team will provide a platform for innovation in storytelling and bring Tribeca's curatorial vision to life through its businesses including the 15<sup>th</sup> annual Tribeca Film Festival, Tribeca Digital Studios, and Tribeca Shortlist. Although Tribeca will no longer actively acquire titles through Tribeca Film, it recently partnered with Lionsgate to launch the Tribeca Shortlist premium subscription video on demand (SVOD) service, and the two companies will continue to acquire titles for that platform.

Until 2015, Essex was the Vice Chairman and founding CEO of Droga5, one of the most celebrated creative agencies in the industry. Essex sits on the board of The American Advertising Federation, the iHeart Media Creative Advisory Counsel, Venture For America, the Internet Advertising Bureau, and POP TECH, and is a frequent public speaker on media, marketing and monetization strategies. He is an advisor to the White House Office of Digital Strategy and the Global Board of Wharton's Future of Advertising Program. He serves as an angel investor and advisors for myriad disruptive technology and consumer packaged good firms.

Prior to his role overseeing what The Guardian called “the most exciting agency on the planet,” he was an award-winning journalist and founding editor-in-chief of Absolute magazine, the acclaimed luxury lifestyle publication, which was named “one of the 50 Best Magazines in America” by the Chicago Tribune. Before running Absolute, Essex was the executive editor of Details magazine from 2000-2004, and oversaw the magazine’s branding of the metrosexual phenomenon and its liaison to Madison Avenue. Andrew has also held editorial posts at Entertainment Weekly, Salon.com, and The New Yorker, and served as a consultant for the launch of US Weekly magazine. He is the co-author of three books: “A Very Public Offering: The Story of the Globe.com,” “Chasing Cool,” with former Barney’s CEO Gene Pressman, and “Le Freak: An Upside Down Story of Family, Disco and Destiny,” with celebrated musician Nile Rodgers. Essex has an MA in American Literature from New York University. He lives with his wife and two children in Dumbo.

### About Tribeca Enterprises

Tribeca Enterprises is a multi-platform storytelling company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, Tribeca provides artists with unique platforms to expand the audience for their work and broadens consumer access to experience storytelling, independent film and media. The company operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, and Tribeca Digital Studios. In 2014, The Madison Square Garden Company acquired a 50% stake in Tribeca Enterprises, bringing together two of New York’s most important cultural and entertainment icons to enhance the reach and impact of both brands. [www.tribecafilm.com](http://www.tribecafilm.com).

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### Contact:

Tammie Rosen, Tribeca, 212-941-2003, [trosen@tribecafilm.com](mailto:trosen@tribecafilm.com)

Anna Dinces Janash, Rubenstein, 212-843-9253, [ajanash@rubenstein.com](mailto:ajanash@rubenstein.com)

### **EDITOR NOTE – Background on Tribeca Enterprises’ businesses**

#### About the Tribeca Film Festival

The Tribeca Film Festival, now in its 15th year, brings together visionaries across industries and diverse audiences to celebrate the power of storytelling. A platform for independent filmmaking, creative expression and immersive entertainment, Tribeca supports emerging and established voices, discovers award-winning filmmakers, curates innovative and interactive experiences, and introduces new technology and ideas through panels, premieres, exhibitions, and live performance.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, Tribeca has evolved from an annual event to spur the economic and cultural revitalization of lower Manhattan to a gathering place for filmmakers, artists, innovators, and the global creative community. Through programs that embrace storytelling in all of its expansive forms – from film and music, to video games and online work, TFF reimagines the cinematic experience and explores how art can unite communities.

#### About Tribeca® Digital Studios

In continued support of Tribeca Enterprises’ mission, Tribeca® Digital Studios develops and produces original programming for leading digital networks, custom film projects in association with brand partners and digital content for emerging platforms. Tribeca Digital Studios delivers high quality storytelling across the evolving media landscape by utilizing our network of filmmakers and established track record in film and television production. TDS has produced films for brands from American Express to Dicks Sporting Goods Foundation and recently won the Outstanding Sports Documentary Emmy® for *We Could Be King* with Dick’s.