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**Tribeca X and The Female Quotient to Host Powerhouse Emmy Week Brunch  
Spotlighting Women at the Intersection of Brands and Entertainment**

*Headline speakers bridging entertainment and marketing include comedian and actor Tig Notaro; creator Michelle Khare; Lina Polimeni, Chief Corporate Brand Officer at Eli Lilly; **Hannah Broadhurst, Head of Entertainment and content at Amazon**; and Daniel Cherry III, Global Chief Marketing Officer at Dickies*

**NEW YORK, NY & LOS ANGELES, CA – (September 11, 2025)** – Tribeca X and The Female Quotient, together with Eli Lilly and Company, today announced a powerhouse brunch ahead of the 77th Emmy Awards, spotlighting the future of storytelling at the intersection of brands and entertainment. Taking place September 12 at Ysabel in West Hollywood, the event will feature three panels with leading voices across entertainment and marketing, exploring how brand storytelling is shaping culture, building community, and creating meaningful business and societal impact.

Founded by the Tribeca Festival in 2016, Tribeca X is a leading platform where the entertainment and advertising communities come together as equals to collaborate, innovate, and celebrate the power of storytelling. The brunch marks the next milestone in Tribeca X's evolution as a year-round destination for authentic, creative and purpose-driven storytelling. Following its debut reception at the 50th Toronto International Film Festival, which brought together top filmmakers and creatives with business and marketing leaders, Tribeca X continues to provide unparalleled opportunities for cross-industry leaders to connect, exchange ideas, and champion stories that matter.

"Tribeca X sits at the crossroads of creativity and commerce, where brands don't just market—they meaningfully contribute to the cultural conversation," said **Jane Rosenthal**, Co-Founder and CEO of Tribeca Enterprises. "Our expansion reflects a demand for authentic storytelling that drives both impact and innovation. This event with The Female Quotient celebrates the visionaries who are leading that charge."

"At The Female Quotient, we know that the future of business is rooted in purpose and authenticity," said **Shelley Zalis**, CEO of The Female Quotient. "This brunch is more than a conversation—it's a call to action for leaders in entertainment and marketing to create stories

that reflect and resonate with the world we live in today. Together, we can build narratives that are both culturally relevant and profoundly impactful.”

## Featured Conversations:

### Characters Who Reflect Us: Health and Storytelling

Authentic representation of health conditions on screen is more than a creative choice; it's a cultural responsibility. Entertainment has the power to combat stereotypes, spark empathy, and even influence public health outcomes. Moderated by **Cynthia Littleton**, Co-Editor-in-Chief of *Variety*, the conversation brings together **Lina Polimeni**, Chief Corporate Brand Officer, Eli Lilly and Company; **Tig Notaro**, Comedian, Actor, and Writer; and **Bryce Norbitz**, Vice President, Tribeca Studios and Artist Development at Tribeca Enterprises. Together, these leaders will discuss how multidimensional characters and accurate portrayals of health can shift perceptions, drive social impact, and expand what audiences see reflected on screen and how writers and creators can develop better characters and storylines by accurately depicting health within their stories, helping audiences experience more authentic, compelling narratives.

### Driving Culture Forward: Leaders Shaping Entertainment and Marketing's Future

Today's audiences expect brands to reflect their values and interests, making culture and entertainment vital platforms for connection. This panel will feature **Shelley Zalis**, CEO of The Female Quotient; **Hannah Broadhurst**, Head of Entertainment and Content at Amazon; and **Daniel Cherry III**, Global Chief Marketing Officer at Dickies. Together, these leaders are redefining how brands engage with consumers—delivering standout campaigns while advancing opportunities and representation across the industry.

### Challenge Accepted: The Future of Storytelling

The entertainment landscape is shifting, and creators like **Michelle Khare** are leading the charge. This year, she made industry waves with her historic petition to the Television Academy, proving digital storytellers are a force for change. In this conversation, **Cynthia Littleton**, Co-Editor-in-Chief of *Variety*, will sit down with Khare to discuss her journey, the challenges she has faced along the way, and her bold vision for the future of entertainment.

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### About Tribeca X

Founded by the Tribeca Festival in 2016, Tribeca X celebrates brands that craft compelling, story-driven content that offers both value and entertainment. It has evolved into a year-round destination featuring the Tribeca X Awards, a flagship thought-leadership experience at the Tribeca Festival, and an ongoing community that brings together leaders across entertainment and marketing. Tribeca X champions marketing with purpose, unites visionaries who shape culture, and showcases innovative, impactful brand storytelling—as only Tribeca can.

### About Tribeca Enterprises

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Tribeca Enterprises is a multi-platform media and entertainment company that owns and operates the Tribeca Festival, content division Tribeca Studios, film distribution label Tribeca Films, and production company managing pieces. With strong roots in independent film, Tribeca is synonymous with creative expression and entertainment. Founded in 2003 by Robert De Niro, Jane Rosenthal, and Craig Hatkoff, Tribeca Enterprises brings artists and audiences together to celebrate storytelling in all its forms, including film, TV, music, audio storytelling, games, and immersive. Tribeca champions emerging and established voices, discovers award-winning talent, curates innovative experiences, and introduces new ideas through exclusive premieres, exhibitions, conversations, and live performances. In 2019, James Murdoch's Lupa Systems bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

### **About The Female Quotient**

The Female Quotient (The FQ) is a leading experience, media and advisory company and home to the largest global community of women in business, connecting more than 7 million professionals across 30 industries. Dedicated to redefining leadership and driving visibility for women, The FQ produces premium events and social-first content that unite top brands with influential leaders worldwide.

Known for its signature FQ Lounge™, immersive spaces at major conferences and cultural events, The FQ creates experiences online and in-person that help women succeed at work and in life. Through bold conversations, dynamic content and thought-leadership, The FQ is inspiring a future of work that works for everyone. Discover more at [thefemalequotient.com](https://thefemalequotient.com) and @femalequotient on LinkedIn and Instagram.