



PRESS RELEASE

New-York, Monday October 3rd, 2022

French In Motion announces a new Executive Board

At its 7th edition of the US & French Connection program at Gotham Week, French In Motion Announces a new Executive Board and a transformation of the honorary committee.

Created in 2016, FRENCH IN MOTION is a 501(c)(3) nonprofit organization headquartered in New York City, with chapters in Los Angeles and Washington DC with nearly 400 members from LA to Paris. By removing language, cultural or stigmatic barriers between the French and English speaking media industries, FIM bridges creative collaborations, facilitates co-productions and creates symbiotic business opportunities for creators and distributors.

Led by an executive board of seasoned industry executives and producers, French In Motion announces the restructuring of its board, and welcomes new executive leadership.

Upon accepting a new position as Director of International TV at Hulu/Disney, former board President **Marine Notté** passed the presidency to **Laetitia Doyle**. Laetitia had previously held the position of Vice-President in Charge of Programming, a few years after she had launched the FIM Washington DC branch.

Martine Melloul, formerly General Secretary, now steps into the Vice President role formerly held by Laetitia Doyle, and continues to chair the Los Angeles branch she launched in August 2021 which already counts almost 200 members.

Pénélope Malfilatre joins the board as Secretary General. Pénélope is based in Los Angeles where she created and runs her own company, Ulysse, which provides AI/motion control filming solutions.

The New York Branch welcomes **Lee Beckett** as its new President. Lee is Sr. Vice President of Ish Entertainment and our first American member of the executive board. Her 30 years of working in the New York film and television industry, her fluency in French, and her experience working in Paris and Morocco, are the perfect combination to grow our New York base of members and partnerships.

Esther Bensadon remains our **Treasurer** and **Head of US & French Connection** program.

The 7th edition of the US & French Connection program led by Esther Bensadon and Laetitia Doyle welcomed 4 international projects to Gotham Week, and 6 authors/directors/producers of French series and feature films. It was held September 17-23, 2022 in Brooklyn, NY.

These four projects were selected from 53 competing submissions, and upon selection received funded travel to New York to participate in and present their projects at Gotham Week, one the most selective American cinema markets on the East Coast. (see dedicated Press Release)

To achieve its mission of bridging French and American media industries through collaborative partnerships on both sides of the Atlantic, French In Motion has forged relationships with many cultural institutions and partners, among them the CNC, Unifrance, the Cultural Services of the Embassy, Gotham Film & Media Institute (former IFP) and Series Mania.

Specifically, French in Motion promotes co-productions between European and American industry professionals via our flagship program, US & French Connection, which provides international co-production introductions and support to project leaders based in France and the United States. This bilateral exchange program is operated in partnership with Gotham Films & Media Institute in the United States, and Séries Mania in France. It is supported by the CNC and the Cultural Services of the French Embassy.

FIM also contributes to the organization of annual meetings with our partners (Unifrance, French Embassy, FIAF): Rendez-Vous with French Cinema at Lincoln Center, International Emmy Awards and Shoot The Book! LA

To build upon the recent significant growth of the organization, the Board has elected to transform the current honorary board into an Advisory Board, composed of renowned talent from the film and television industries, whose expertise and influence will elevate and advance the mission of French in Motion. Chaired by Nathalie Pérus, founder of French In Motion, and Managing Director of Atlantique Productions (Mediawan Group), the advisory committee includes US-based French filmmakers Mathieu Demy (*Americano*, *The Bureau*, *On the Verge*) and Jean-Stéphane Sauvaire (*A Prayer Before Dawn*, *Johnny Mad Dog*) and Marine Notté, former President of FIM and Director of International TV at Hulu/Disney.

Meet the entire team on our website: <https://www.frenchinmotion.org/team-2>
<https://www.frenchinmotion.org/advisory-board>

Contact : laetitia.doyle@gmail.com



(French In Motion LA team)



(Cocktail Gotham week 2022, French producers and FIM team)