

IFTA/AFM Announces CEO Jean Prewitt to Step Down after 25 Years

Description

Posted by Larry Gleeson

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INDEPENDENT FILM & TELEVISION ALLIANCEÂ® PRESIDENT & CEO JEAN PREWITT TO STEP DOWN AFTER 25 YEARS OF LEADERSHIP

Prewitt to Depart at End of 2025 Following the American Film Marketâ??s Highly Anticipated Return to Los Angeles

LOS ANGELES, CA â?? September 3, 2025 â?? The Independent Film & Television AllianceÂ® (IFTAÂ®), the global trade association of the independent industry and producer of the American Film MarketÂ® (AFMÂ®), announced today that President & CEO Jean Prewitt will step down at year-end following a 25-year tenure with the organization.

IFTA retained the firm McCormack + Kristel to support its search for Prewittâ??s successor. This transition has been thoughtfully considered with Prewitt and the IFTA Board for several months. She

committed to continue in her role until AFM was firmly relocated back to Los Angeles and to lead the IFTA team through the 2025 Market. She will work with the organizationâ??s next leader, once appointed, to **support a smooth transition.**

Throughout her tenure, Prewitt has guided IFTA and AFM through a rapidly evolving global marketplace, giving the independent sector a seat at decision-making tables and advocating for its unique needs. She championed Independentsâ?? access to new markets and their ability to compete in a consolidating industry, while strengthening AFMâ??s role as a premier destination for the international community to conduct business. Under her direction, IFTA solidified its standing as the definitive voice for Independents and advanced its **policy work** on issues vital to the sector in the U.S. and around the world, including copyright protections, removing trade barriers, tax incentives, royalty collections, and changes in licensing practices.

â??Jeanâ??s vision and dedication have been instrumental in shaping both IFTA and AFM into the global pillars of our industry they are today,â?• said Clay Epstein, IFTA Chairperson and President of Film Mode Entertainment. â??Her leadership has navigated profound challenges while ensuring that independent film and television companies have a powerful voice and the resources to thrive in a constantly evolving business. It will be difficult to match her impact, but we are excited about the future for IFTA she has set in motion.â?•

â??It has been a privilege to serve IFTA and the independent sector for the past 25 years,â?• said Prewitt. â??Driving IFTA through recent transitions â?? including AFMâ??s return to Los Angeles in 2025 and strengthening the independent industryâ??s capacity to meet change â?? has been immensely rewarding. This feels like the right moment to pass the torch as the Alliance prepares for its next chapter. I am proud of what we have accomplished together and optimistic about the opportunities that lie ahead for the Independents.â?•

About the Independent Film & Television Alliance$^{Â®}$ (IFTA$^{Â®}$)

IFTA is the global trade association for independent film and television production, finance, distribution, and sales companies. The organization represents the independent sector before governments and international bodies and provides significant entertainment industry services to its member companies in more than 20 countries consisting of independent production and distribution companies, sales agents, and financial institutions engaged in production finance. Each November, it produces the American Film Market, the worldâ??s largest motion picture event, drawing thousands of industry leaders from 80 countries and leading to more than $1 Billion in distribution and film financing deals. IFTA also develops and publishes the IFTA Model Agreements which articulate the industry-wide standards and key definitions for licensing international rights in motion pictures and television programming and are reviewed and revised regularly to keep pace with the evolving worldwide film and television industry. For more information on IFTA, visit www.IFTA-online.org.

McCormack + Kristel

For more information on the company, please visit https: www.mccormackkristel.com

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