

REBECCA SYKES NAMED CEO OF MOFILM, THE WORLD'S LEADING PEOPLE-POWERED MARKETING COMPANY

Longtime MOFILM Executive, Who Rose Through The Ranks, Completes An All Female C-Suite At Tech-Enabled Global Community of Filmmakers

NEW YORK, NY & LONDON, UK (April 17, 2018) – David Jones, founder of You & Mr Jones announced today that Rebecca Sykes has been named Global CEO of video content creation network MOFILM. Promoted from her role as Managing Director of Europe for MOFILM, Sykes will now lead the growth and development of the tech-driven, diverse community of filmmakers, reporting directly to David Jones, Founder and CEO of You & Mr Jones. Based in London, she will join Trak Ellis-Hill, recently promoted to UK Executive Creative Director, and Elizabeth Hunter, CFO, in building on the company's track record for connecting today's leading marketers with innovative creators to tell meaningful brand stories at scale.

Over the past several years, Sykes has risen through the ranks at MOFILM serving as Account Director, Group Account Director, and most recently as Managing Director before stepping into her current role. Among her extensive projects for the company, she led Chevrolet's Super Bowl campaign, providing the automotive brand with the 2012 game's highest performer on the Super Bowl Ad Meter, and helmed an Oscar program for the brand as well, which offered mentoring to filmmakers around the world from "Titanic" and "Avatar" producer Jon Landau.

Sykes also developed and launched the Academy of African Filmmakers in partnership with Guinness, building a community of 3,000 filmmakers across Kenya, Nigeria and South Africa. Through MOFILM's efforts, the network created pan-African television commercials and digital content for Guinness, drawing from real insights, local talent and stories within Africa. After its initial launch, Unilever signed on to sponsor the Academy for the next two years. The innovative campaign received five Loerie Awards nominations.

In addition, Sykes oversaw Cupidity, MOFILM's anthology of quirky, honest love stories for teens. The project included the creation of a series of short films for Unilever's ice cream brand Cornetto, which generated more than half a billion views by the end of the third season and eventually secured the brand's first-ever Cannes Lion Award.

In lockstep with MOFILM's mission to help brands connect with diverse audiences, the first initiative launching under Sykes' leadership is "Many Voices," a year-long program that asks the MOFILM community to make films centered around big issues, bringing diverse insights and perspectives to the table to drive positive change.

Prior to MOFILM, Sykes worked on the brand side at GM in Europe, holding key roles between 2007 and 2011, leading European social media strategy, as well as handling direct marketing, online advertising and media innovation for the company's various automotive lines.

Sykes graduated from Birmingham City University with a Bachelor of Arts Degree with Honors in Marketing, Advertising, and Public Relations.

David Jones, Founder, You & Mr Jones said: “Bekki is a brilliant leader who has proven herself time and time again in the 7 years she’s been at MOFILM. She is the perfect choice to lead MOFILM through its next growth phase. Their people-powered model is getting huge traction with major global brands looking to drive down their non-working media costs without compromising on quality. I’m also excited that she is leading an all-female C-suite at MOFILM – sadly something that is still too rare in the industry”

Rebecca Sykes, CEO, MOFILM: “MOFILM and its core proposition—the democratization of creativity—is even more relevant today than it was when we founded the business. We are living in a time when technology has the power to cross borders and raise voices. We need to embrace diversity in our storytelling and smart brands are recognizing that. I look forward to advancing the work and ethos of the MOFILM community, which is passionate about working with brands across the globe to deliver innovative, culturally relevant creative content that drives significant results.”

– ENDS –

About MOFILM

MOFILM helps answer the burning question keeping many marketers up at night: how to consistently create locally relevant video content, at scale, for less money. Built on the belief that many voices are better than one, MOFILM has a crowd of 10,000 filmmakers on the ground in 182 countries, from different backgrounds and cultures, grouped by passion points and specialisms; allowing you to find the perfect team for whatever your project is. Internally MOFILM has a lean but experienced team of curators helping to shape creative work for the likes of Emirates, Airbnb, Chevrolet, Nestle, Facebook’s internet.org, and Unilever. For more information on MOFILM, please visit <https://www.MOFILM.com/>.

About You & Mr Jones

You & Mr Jones, the majority owner of Mofilm, is the world's first Brandtech group. Its mission is to help businesses build brands better, faster, and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to create, produce and share unprecedented amounts of content, the impending revolution in AI, AR, and VR, and frustrated global companies looking for brand- and tech-literate partners, and have acquired 5 companies, invested in 18 and launched two start-ups.

Group clients include Airbnb, Netflix, Facebook, Accenture, Unilever, Google, Sony, Coca-Cola, Coty, Richemont, Emirates, Mastercard, Diageo, Danone, Samsung, AXA, Orange, Renault, Ferrero, Lacoste, BNP Paribas, Europcar, and Total.

You & Mr Jones is headquartered in New York and has offices in 12 cities including San Francisco, London, Bangalore, Sao Paulo, Los Angeles, Shanghai, Sydney, Mexico City, Cape Town, Hong Kong, and Paris.

<http://www.youandmrjones.com>

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