



INDEPENDENT FILM & TELEVISION ALLIANCE® NAMES JACKIE BRENNEMAN NEXT PRESIDENT & CEO

Former NATO Executive Vice President & General Counsel to Succeed Jean Prewitt, Longtime
IFTA® and AFM® President & CEO



LOS ANGELES, CA -- January 14, 2026 -- The Independent Film & Television Alliance® (IFTA®), the global trade association representing the independent film and television industry and producer of the American Film Market® (AFM®), today announced the appointment of Jackie Brenneman as its next President & Chief Executive Officer. She succeeds Jean Prewitt, who is stepping down at the end of the month after 25 years leading the organization.

Brenneman joins IFTA with a career spanning organizational leadership, government relations, legal practice, and nonprofit oversight. She spent nearly a decade at NATO, rising through the organization to Executive Vice President and General Counsel, where she served as a strategic leader for the exhibition community and the organization's membership during periods of significant change and disruption.

Her work encompassed competition and regulatory matters—including exhibition industry response to the termination of the Paramount Consent Decrees—advocacy on copyright and trade policy, revenue and partnership development, as well as event management. She led NATO's industry relief efforts during the COVID-19 pandemic, including its "Save Our Screens" initiative, and was President of The Cinema Foundation, the organization's nonprofit arm dedicated to advancing the cultural and economic impact of theatrical exhibition.

Most recently, Brenneman served as CEO of Attend, a first-of-its-kind theatrical marketplace connecting independent filmmakers directly with exhibitors to expand distribution opportunities, and as a founding partner of The Fithian Group. Earlier in her career, she practiced as a trademark and copyright attorney at Foley & Lardner LLP.

"Jackie brings industry insight, legal and lobbying expertise, and a proven record of guiding complex membership organizations," said Paul Bales, Chairperson, IFTA and Partner & COO, The Asylum. "Her deep appreciation of how business, public affairs, and creative communities intersect, and her experience navigating the fast pace of evolution in our industry and the challenges it presents, especially for independent companies, make her uniquely qualified to lead IFTA and AFM into their next chapter. We look forward to working closely with her."

"This is a pivotal moment for the independent film and television community, which has always been defined by risk-taking and innovation," said Brenneman. "As the industry undergoes rapid transformation—through consolidation, new financing structures, and evolving models of production and distribution—independents are uniquely positioned to shape new paths forward and lead the next phase of change."

"Thanks to the strong foundation Jean Prewitt has built, IFTA and AFM are entering this next chapter from a position of real strength. Having seen firsthand the power of collaboration across the independent sector, I'm excited to work with our members and with new partners across the global ecosystem to ensure that IFTA and

AFM continue to evolve as the premier platforms where independent creativity, innovative business models, and meaningful dealmaking come together.”

Bales further commented, “On behalf of the Board, I want to sincerely thank Jean Prewitt for her extraordinary leadership over the past 25 years and for the profound impact she has had not only on IFTA, but on the independent industry at large.”

Brenneman will follow Prewitt, who has served as IFTA’s President & CEO since 2000. Over the past 25 years, Prewitt significantly increased the prominence and visibility of IFTA in the U.S. and internationally. She has been a tireless advocate for the independent sector, ensuring that their needs and business models were consistently represented across policy and industry forums. She also elevated IFTA’s flagship event, the American Film Market, into one of the world’s premier destinations for the global film and television industry to conduct business and dealmaking. Most recently, Prewitt led AFM’s highly successful 2025 edition, which was strongly received across the industry, reinforcing the Market’s strength, relevance, and position as a cornerstone event for the international independent community.

“I am incredibly proud of what the IFTA community and AFM have become and continually inspired by the creativity and commitment of our members and team,” said Prewitt. “Jackie’s experience and understanding of this industry position her exceptionally well to lead both the Alliance and AFM forward and to support the entrepreneurial spirit and needs of the Independents.”

Brenneman earned her Juris Doctor from the University of California, Irvine School of Law, and holds a Bachelor of Arts in anthropology and dramatic literature from New York University.

Her selection follows a highly competitive national search conducted by McCormack + Kristel Executive Search Consultants.

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About the Independent Film & Television Alliance® (IFTA®)

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 world’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.

Media Contact:

Jennifer Garnick | VP, Communications
Independent Film & Television Alliance
jgarnick@ifta-online.org
310-446-1006