



DYLEN POSTNIKOFF JOINS SHAFTESBURY AS VICE PRESIDENT, GLOBAL BRAND STRATEGY

TORONTO, CANADA: March 6, 2019 — Shaftesbury is happy to announce the appointment of **Dylen Postnikoff** to the company's newly expanded position of Vice President, Global Brand Strategy.

Reporting directly to Christina Jennings, Chairman & CEO Shaftesbury, Postnikoff will lead the marketing and communications strategies for Shaftesbury's premium entertainment properties. She will be responsible for cultivating and serving the company's global audiences while expanding its content footprint, focusing on audience awareness, audience loyalty, and increasing engagement by building on existing global fandoms, and tapping into passionate audiences to create deep and dynamic new ones. Additionally, Postnikoff will oversee merchandising and licensing for all of Shaftesbury's titles which include long-running and critically acclaimed TV series *Murdoch Mysteries*, award-winning web series/feature film *Carmilla*, the anthology series *Slasher* and upcoming TV Drama *Hudson & Rex*.

"At Shaftesbury, we're in the business of producing content that engage global audiences," said **Christina Jennings, Chairman & CEO, Shaftesbury**. "With Dylen's cross-functional background in marketing and branded content at both the agency and network level, we know her talents will build on the incredibly innovative team already in place. Her strategic, collaborative approach is set to make a lasting impact on the continued growth and success of Shaftesbury and its brands."

Most recently, Postnikoff was Head of TV Entertainment and Content Marketing at CBC where she led a marketing team that launched award-winning series, including *Schitt's Creek*, *Kim's Convenience*, *The Baroness Von Sketch Show* and *Anne with an E*. As co-founder and Executive Director of Marketing at Hank Studios, she was responsible for developing and executing branding, marketing, and communication strategies that drove engagement and growth for Fortune 500 clients. Prior to that Postnikoff was at Corus Entertainment, working within the client-marketing department, executing multi-channel promotional campaigns servicing the broadcaster's largest clients such Kraft, P&G, Unilever and L'Oreal.

In addition to Canada's #1 Drama *Murdoch Mysteries* (CBC) and multi-CSA-nominated *Frankie Drake Mysteries* (CBC), Shaftesbury's expanding roster of content includes three upcoming series for Spring 2019: *Hudson & Rex* for Citytv, premiering March 25; *Departure* for Global; and the third season of anthology series *Slasher* for Netflix.

About [Shaftesbury](#)

Shaftesbury is an award-winning creator and producer of original content for television, film, digital, and brands. Shaftesbury's current slate includes 12 seasons of *Murdoch Mysteries* for CBC, UKTV, and ITV STUDIOS Global Entertainment, two seasons of detective drama *Frankie Drake Mysteries* for CBC, UKTV, and Kew Media, three seasons of critically acclaimed thriller series *Slasher* for Netflix, as well as new primetime series *Hudson & Rex* for CityTV/Rogers Media, and *Departure* for Global/Corus Entertainment. Shaftesbury's digital arm produces original digital, convergent, and branded entertainment projects including the global phenomenon and MIPTV Brand Content of the Year award winner Carmilla. Shaftesbury's branded entertainment division drives profitable engagement with millennials using scripted series, turning brands into executive producers. Recent brand partners include Nokia, Walmart, Interac, U by Kotex®, and RBC.

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