

Sarah Calderón
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23/02/1980



Dual citizenship: Italian - Colombian

Professional Experience

Current Experience:

2012 - : **THE FILM AGENCY: CEO:** Madrid

Marketing consultancy and strategy for producers, sales agents and distributors: www.thefilmagency.eu.

2010 - : **EAVE: Marketing Expert: Main Workshops: European Producers, Puentes, Interchange**

Lectures, tutorial and consultancy for producers on marketing and distribution in several countries.

2010 – : **MEDIA PROGRAMME / MEDIA DESKS / EUROPA DISTRIBUTION: Expert Consultant:** Brussels

Participation as expert consultant for diverse call for proposals and marketing lectures in several countries.

Previous Experience:

2010 - 2012: **KARMA FILMS: Acquisitions and Distribution Coordination:** Madrid

Film acquisitions, video, material and marketing management and coordination.

2006 - 2010: **COPRODUCTION OFFICE: Head of International Sales and TV sales:** Paris

General administration of the commercial department for: *Coproduction Office* and *Katapult Film Sales*.

2004 - 2006: **PATOFEOFILMS: Director of the Film and Special Projects Department:** Bogotá

Administration of the department; development and production of projects such as LA SANGRE Y LA LLUVIA by Jorge Navas, PERRO COME PERRO by Carlos Moreno.

2003: **MINISTRY OF CULTURE: Production of the 5th Documentary Film Festival:** Bogotá

Logistics and event production; focus on the organization of the international panels.

2001 - 2006: **TOMA5INCO FESTIVAL: General Production of the festival and market:** Bogotá

Creation, organisation, financing and promotion of the three versions of the festival.

2001- 2005: **MONOGATARI PROMOTION: CEO:** Bogotá:

Product placement, marketing, media planning and promotion for feature films such as TE BUSCO, KALIBRE 35, LA PENA MÁXIMA, by Dago García, SIN AMPARO by Jaime Osorio, and EL GATO ESCALDADO by Cristina López.

Education

2006 – 2008: **SORBONNE IV – CELSA. Master 2 Intercultural Management and Communication**

(*École des Hautes Études en Sciences de l'Information et de la Communication*) supported by the Alban European Scholarship for Excellence in Latin America). Paris.

1998 – 2003: **UNIVERSIDAD JAVERIANA. Degree in Social Communication**

(Focus in Advertising and in Audiovisual Production) Bogotá.

Languages

Spanish: mother tongue

English: fluent

French: fluent

German: basic level