

WIFT-T Announces Departure of Executive Director

Sadia Zaman to Join CBC in New Year

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Toronto, ON - With mixed emotions, Women in Film & Television – Toronto (WIFT-T) announces that Executive Director Sadia Zaman is leaving the organization to join the Canadian Broadcasting Corporation (CBC) in the newly-created role of Director, CBC Centres.

“At the heart of WIFT-T’s mandate is a commitment to nurturing talent and supporting leaders in this industry” says Susan Ross, WIFT-T Chair. “This next step for Sadia capitalizes on her solid leadership skills and many areas of expertise. We look forward to working together in new capacities. Congratulations Sadia.”

WIFT-T has flourished during Sadia’s three-year tenure—a tumultuous time for the industry. Despite the recession, the organization has grown with increased member engagement and expanded programming. Sadia also led the vital rebranding process, establishing a clear identity and increasing WIFT-T’s profile with key stakeholders. She is responsible for the revitalization of the Foundation, WIFT-T’s charitable arm, now a vibrant and active body, and also solidified governance and other internal processes.

“It has been very fulfilling to work with the exceptional staff and board,” says Sadia. “I’ve been so inspired by how hard women work in this industry, and how much they are willing to support and nurture each other. The organization can only become stronger!”

Over the coming weeks, Sadia will work closely with the WIFT-T Board of Directors to ensure a smooth transition. She will continue to lead the team through the upcoming Crystal Awards, and begins her new role at the CBC on January 4, 2011.

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Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization founded in 1984. WIFT-T supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T does this through high quality, hands-on programming, mentoring, networking and industry events that recognize the talents and potential of women. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. For more information, please visit

www.wift.com.

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