

## **Joan Lofts**

From November 2001 until recently, Joan Lofts was Director of Television at Contender Entertainment Group (now E1 Entertainment UK). She was responsible for developing and overseeing the television production division of the company's vision to *Build Entertainment Brands*. Recent animated hits include "Tractor Tom" and "Peppa Pig".

Prior to joining Contender, Joan was Director of Broadcasting for ITV2 where she was responsible for scheduling, programming strategy, acquisitions and promotions.

Joan started her career in television production with ITN and spent 12 years working for ITN and Thames TV. She then took a different career path to become a Social Worker for 10 years before returning to television and joining ITV before moving to the BBC.

Her role at the BBC was Deputy Head of Acquisitions and Development for CBBC and she was also responsible for producing a number of children's animated series for CBBC during her tenure.

After leaving the BBC Joan worked for The Children's Channel later to become TCC and also launched the teen channel Trouble. As well as working for Disney Channel she also worked as a freelance channel consultant with roles including UK Nursery Channel, Kindernet - a Dutch childrens channel. A joint venture channel proposition for Sky and some consultancy for a UK distributor, before becoming DOB for ITV2 she worked on a CiTV channel proposition.