

JOY EFE ODIETE

Joy Efe Odiete is the CEO of Blue Pictures Entertainment.

She is an Award-Winning independent film distributor and film sales agent and aggregator, for streaming platforms {Netflix/Amazon} and other independent streaming platforms around the world who possesses over 20 years' experience in the film industry across Africa and the International Market.

She is a renowned industry Festival speaker, both locally and internationally i.e Nigerian International Film Summit, American Film Market, Monaco Film Festival, Toronto Nollywood International film festival, etc

Joy holds a degree in Business Studies, a Bachelor's Degree in Marketing and membership of the National Institute of Marketing of Nigeria.

She began her career as a sales executive at NuMetro media store, rising through the ranks to reach the prominent position of Head of Operations for NuMetro Film Distribution West Africa.

In 2011, she made the decision to pursue her dream of launching her very own independent film distribution company in a male-dominated industry and has not looked back since then - Blue Pictures Entertainment has since grown to become the Number 1 leading independent entertainment company in West Africa.

Joy is motivated by her passion for making meaningful contributions to the African entertainment industry, from pre-production to distribution. Her goal is to enhance the viewing experience for movie fans and place original, well-produced Nigerian entertainment content on the global stage.

Her portfolio comprises a long list of the world's most successful studio titles, distributed across Africa on behalf of major studios, including Warner Brothers Pictures, Walt Disney Pictures, 20th Century Fox, NuMetro Studios, Eros International, Studio Carnal, FilmFinity, Black Sheep Entertainment and a number of independent studios in the US, UK & South Africa.

Joy is also a business consultant to many young and upcoming filmmakers. This gave rise to the idea of hosting a two time give back conference called- The Next Gen mini- conference for young and upcoming film enthusiasts.

She has recorded major successes for foreign studios with franchise titles such as *Harry Potter*, *Star Wars*, *Thor*, *Avengers*, *Batman*, *Iron Man* and has broken box office records with the runaway success, *Black Panther*, amongst many more. She has also worked with Nollywood greats & distributed notable Nollywood box office hits including *The Return Of Jenifa*, *Phone Swap*, *Last Flight to Abuja*, *The Mirror Boy*, *Anchor Baby*, to mention a few.

Joy has expanded the Blue Pictures Brand to story telling and film production/Co-Production. She wrote the story 'GONE', Blue Pictures entertainment first production in 2020 and also went on to produce other movies like; MONEY MISS ROAD, TOXIC, SWJ and most recently Executive produced Owambe with a co-production on the way called- TOKUNBO with her partners in BRS. She is currently supervising series of productions that will also feature on Netflix and other yet to be disclosed international channels.

Joy is the president of the Film Distributors Association of Nigeria (FDAN), the Finance Director of FRENGAN (Federation of registered Nollywood guilds and Association) a member of WIE (Women in Exhibition international) and have been spotlighted globally in less than a year of

becoming a member. She and is a member of the African Women in Leadership Organization (AWLO), participating in a number of local and international conferences.

Asides Film Distribution, Joy also is a cinema exhibitor who ventured into film exhibition in 2021, she sits as the CEO of Blue Pictures Cinemas. A state of the art cinema located in Lagos Island, Lagos . Blue pictures cinema have since evolved from a 2 screen cinema to an expanded 6 screen cinema exhibition centre and hospitality services in a dynamic strategic shift through the visionary leadership of Joy Odiete.

In July 2024, Joy was appointed the Chairman of the board of Toronto International film festival and Brampton international film festival Canada.