



WIF UNVEILS NEW CLASS OF 2025 BOARD OF DIRECTORS



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LOS ANGELES (August XX, 2025) – WIF (formerly known as Women In Film), announced today the election of six new members to its 2025 Board of Directors. Joining the Board are trailblazers who have excelled professionally as entertainment industry veterans and civic leaders: **Stacey Abrams** (author, activist, and CEO of Sage Works Productions), **Sasha Lloyd** (Partner at A24), **Deborah McIntosh** (co-head of WME Independent), **Keleigh Thomas Morgan** (Co-President of Sunshine Sachs Morgan & Lylis), **Ivette Rodriguez** (founder of AEM) and **Rachel Rusch** (CAA Head of the Comedy Department and Co-Head of the Motion Picture Talent Department). A complete list of WIF Board Members is available at wif.org.

The additions to the [WIF Board of Directors](#) come at a pivotal moment for the organization, following this summer’s official opening of its new headquarters in Los Angeles. This dynamic group will work alongside the Board of Directors under the leadership of Syrinthia Studer (Board President) and Kirsten Schaffer (Chief Executive Officer).

“We are honored to have this extraordinary group of leaders who reflect the multifaceted power of our industry. Their expertise spans public service, storytelling, publicity, distribution, finance, advocacy, and more,” said Syrinthia Studer, Board President of WIF. “We are inspired by the path each new member has

created, using their platforms and legacy not only to push boundaries within their fields, but to open doors for many, including those historically excluded from the conversation.”

Added WIF CEO, Kirsten Schaffer, “Both the entertainment industry and the field of gender equality are changing rapidly. A strong and diverse Board is an essential part of the strategy to ensure that women and nonbinary people are well-represented in every job across the screen industries—from crew members to executives.”

ABOUT THE MEMBERS

Stacey Abrams

Stacey Abrams is a *New York Times* bestselling author, business owner and political leader whose innovative approach has continued to break barriers and support transformational progress. A prolific author, she has written award-winning political thrillers, children’s books, romantic suspense novels, and non-fiction books. She previously served as Minority Leader in the Georgia House of Representatives, and she was the first Black woman to become the gubernatorial nominee for a major party in United States history. Abrams has launched multiple nonprofit organizations devoted to democracy protection, voting rights, tackling policy issues and building a more equitable future. She is also a serial entrepreneur and business advisor. In 2020, Abrams founded Sage Works Productions, Inc., a media company dedicated to leveraging the power of storytelling to craft creative solutions and engage.

Sasha Lloyd

Sasha Lloyd is a current Partner and Head of Global Licensing and International at A24, where she leads strategic initiatives across content licensing, international expansion, and media rights monetization. With deep cross-functional expertise in media investing, business building, M&A, structured credit, IP licensing, content production, and global film distribution, Lloyd brings a uniquely integrated perspective to the evolving media landscape. Prior to joining A24, Lloyd worked in Structured Finance at Goldman Sachs, where she built and led a dedicated structured solutions platform tailored to the needs of media and entertainment clients.

Deborah McIntosh

Deborah McIntosh is the co-head of WME Independent, the sales group at leading talent agency WME, where she is also a Partner. In her role, McIntosh is focused on raising film financing and structuring distribution deals for client films, in addition to consulting for high-net-worth individuals and production companies looking to invest in entertainment and advising on building production and distribution plans. McIntosh has raised financing for and been involved in the sale of such notable films as the 2024 Sundance hit *A Real Pain*, for which Kieran Culkin won the Academy Award for Best Supporting Actor; Maggie Gyllenhaal’s thrice Oscar nominated debut feature *The Lost Daughter*; Molly Gordon and Nick Lieberman’s Sundance 2023 hit *Theater Camp*. McIntosh began her career at the William Morris Agency in 2007 after graduating from the University of Texas at Austin with dual degrees in radio-TV-film and advertising.

Keleigh Thomas Morgan

Keleigh is Co-President of Sunshine Sachs Morgan & Lylis. Since joining the company nearly 20 years ago, she has helped expand the firm from one office of eight people to a company of nearly 250 with seven offices worldwide. Though she has steadily worked on a variety of clients across brand, technology, non-profit and corporate, her first love is film. Over the last 20 years, she has worked on countless film festival and release campaigns alongside her team and had the opportunity to represent some of the most recognized talent in the industry including Jane Fonda, Natalie Portman, Malin Akerman, Jennifer Lawrence, Tyler Perry, and Salma Hayek Pinault. A storyteller at heart, a problem solver by nature and an intuitive thinker, she loves to reshape the narrative. In her free time, she serves on the board of Women In Film (WIF) and Baby2Baby, and chairs the Entertainment Leadership Board at Children’s Hospital. She is also an active investor and advisor to a variety of consumer brands. Prior to SSM&L, she worked in

marketing and production at Miramax Films for five years where she worked on numerous award-winning films. She earned a B.S in marketing from Boston College.

Ivette Rodriguez

Ivette Rodriguez is the founder of AEM, a marketing and strategy agency specializing in film distribution, publicity, multicultural marketing, and awards campaigns. With more than two decades of experience, Ivette advises studios, streamers, and independent producers on how to effectively position and market projects to diverse global audiences. She is passionate about advocating for storytellers and is widely recognized for her leadership in launching successful campaigns that elevate underrepresented voices—particularly Latino storytellers—helping shape the careers of some of the industry’s most acclaimed filmmakers and actors. Ivette began her career at Arista Records, where she contributed to the release of Whitney Houston’s landmark sophomore album. Her transition into film included tenures at Columbia TriStar and LIVE Entertainment before founding AEM in 1997. Since then, she has led campaigns across every major release platform, known for delivering creative strategies that drive visibility, engagement, and awards recognition. A passionate advocate for equity and representation in media, Ivette is a member of the Academy of Motion Picture Arts and Sciences, where she co-chaired the Academy’s Latino Affinity Group and contributed to the A2020 and A2025 inclusion initiatives. She also serves on the boards of A Sense of Home, the Latino Film Institute, and Women in Film, and is a member of the Television Academy. She is currently co-producing a feature film based on the life of civil rights icon Dolores Huerta, written by Barbara Martinez Jitner and Gregory Nava, who will also direct.

Rachel Rusch

Rachel Rusch is the Head of the Comedy Department and Co-Head of the Motion Picture Talent Department at leading entertainment and sports agency Creative Artists Agency (CAA), where she also serves on the agency’s Board. Based in the Los Angeles office, Rusch represents many of the world’s most accomplished comedic talent. She joined CAA in 2010. Rusch graduated from University of Florida.

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About WIF

Founded in 1973 as Women In Film, Los Angeles, WIF has been fighting for gender equity for more than 50 years. Its advocacy, career programs, and research efforts are a driving force for increasing gender representation in Hollywood. WIF works to dismantle gender bias in the screen industries by building the pipeline, sustaining careers, and advocating for change. Membership is open to all screen industry professionals and more information can be found on our website: WIF.org. WIF is led by Chief Executive Officer Kirsten Schaffer and Chair of the Board of Directors Syrinthia Studer. Follow WIF on [Instagram](#), [Facebook](#), [TikTok](#), [X](#), and [YouTube](#).

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