

## Jury President Biography

Jury type: Film Craft  
Name: Laura Gregory

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### **Biography:**

Laura Gregory is Founder & Chief Executive Officer of Great Guns, an international production company with offices in London, LA, Singapore, Hamburg, Shanghai, Prague, Mumbai, Tokyo and Dubai.

Laura has spent her whole career in production. Her notable early credits include Guess Jeans commercial Cheat, which won 64 awards globally. Recent credits include 'PooFace' for Pampers, Jessica Alba with Braun, Tiger Beer's SG50 campaign with director Omar Hilal and BandAid30 for Sir Bob Geldof, as well as producing multiple awarded short films including, 'Turn' and 'The Leap'. Recent music videos include the awarded 'Preacherman' for Melody Gardot, based on the murder of Emmett Till in Mississippi.

Laura is a seasoned jury representative. In recent years she has served on the Cresta Grand Jury, LIAs Vegas and as foreman of D&AD's Next Director 2015. She maintains as fierce a commitment to promoting new talent as to producing, serving as a mentor to young talent. In 2014 she toured the Lions festivals with a speech encouraging creatives to "grow some" and take a chance on new directors.