



Marjan van der Haar and Bero Beyer

48th International Film Festival Rotterdam

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The board of International Film Festival Rotterdam (IFFR) has appointed Marjan van der Haar to be the festival's [new managing director](#) as of 1 October 2018. Van der Haar is an experienced film industry professional. Most recently, she was the managing director of Film Producers Netherlands (FPN) from 2010 until 2018. Working alongside festival director Bero Beyer, Van der Haar will be charged with the organisation and day-to-day operational management of IFFR. This includes financial policy-making, branding and communication, and solidifying subsidies and sponsorships programmes.

Van der Haar, on her new position: “My connection to IFFR goes way back. I fondly remember volunteering at the last festival edition having Hubert Bals at the steering wheel. This great adventure sparked my career in the film industry. Ever since, I’ve been a vigorous defender of the type of soulful and remarkable films IFFR is known for – as a programme coordinator at IFFR, in the world of film sales and in representing Dutch producers for FPN. I’m honoured and excited to return to IFFR, a festival that plays an important role in the international film scene while simultaneously being closely intertwined with the thriving city of Rotterdam, both through its audience and local partnerships. I look forward to working together with the team to strengthen IFFR’s position even further as we roll up to the 50th anniversary edition.”

Pieter Broertjes, chairman of the board of IFFR: “Marjan brings a lot to the table. Her experience in the film industry and her extensive network are sure to be of high value to the festival. But her open personality is equally important. We’re confident she’s a great fit for the IFFR team and as one half of the festival’s two-person leadership set-up.”

Festival director Bero Beyer: “Marjan will be a great asset to IFFR! I’ve known her for quite some time as an ambitious film professional with a heart for our kind of cinema. Together we will continue doing what the festival has always done: giving a voice to daring cinema, promoting innovation and spearheading new distribution models.”

He adds: “IFFR’s 50th edition is only a few years away. I look forward to working with Marjan to reach the aspirations we have formulated for our anniversary edition and to consolidate and build on the adventurous festival expansions we have achieved in recent years.”



After finishing her studies in Theatre Science, Film and Television and Cultural Management in Utrecht in 1991, Marjan van der Haar started working at IFFR's programme department. In this role she coordinated the research of films and was responsible for the programme's budget and logistic planning.

In 1995, Van der Haar left IFFR and started working in film sales – first as a sales executive at Fortissimo Films from 1995 until 1999, and later as Fortissimo's general manager from 2000 to 2010. The distribution agency was known for its good taste in arthouse cinema and international reach. During her time at Fortissimo, Van der Haar had a close connection to IFFR, often visiting the festival's co-production market CineMart as a film professional.

From November 2010 until 2018, Van der Haar served as managing director of Film Producers Netherlands, the Dutch association set up to stimulate a dynamic, creative and internationally oriented film industry in the Netherlands. FPN represents the majority of Dutch producers and advances their opportunities worldwide by collaborating with international co-production and distribution partners, among other things.

Van der Haar (1964) has two sons and lives in Amsterdam.

