



Parminder Vir OBE

Parminder was appointed the CEO of the Tony Elumelu Foundation in June 2015. She joined the Foundation as the Director of Entrepreneurship in April 2014, and is responsible for the design of the \$100 million, multi-year, pan-African Tony Elumelu Entrepreneurship Programme. TEEP is an annual accelerator programme of training, funding, and mentoring, designed to empower the next generation of African entrepreneurs. The programme is the first initiative of its kind to be launched by an African philanthropic organisation.

Previously she was CEO and Founder of PVL Media, a specialist consultancy, facilitating cross border business development with emerging markets. She is recognised as a global media investment expert which includes senior advisory role for a £22 million capital film fund and as a media fund manager. This expertise has been built on an award-winning career as a film and TV producer.

She was awarded an OBE for services to the Broadcasting and Film industry in 2002. She is featured in the 100 Leading Ladies, A Portrait of Influential Senior Women in Britain by Nancy Honey. She was awarded an honorary Master of Arts, in recognition of contribution to international film industry by the University for Creative Arts in 2010.