

# Sheil Land Associates Ltd

LITERARY, THEATRE AND FILM AGENTS  
RM 9-25 LABS House, 15-19 Bloomsbury Way, London, WC1A 2TH  
Lucy Fawcett:  
020 7405 9351 | lfawcett@sheiland.co.uk

## Ros Attille

An experienced TV professional with over 25 years actively working in the industry, Ros has development exec and exec experience in pre-school, children's and teens and a thorough knowledge and understanding of the production process and children's landscape.

As a Development Exec she's worked on original ideas, brand extensions and re-commissions of existing series. She is used to pitching to commissioners, as well as exec producing series.

Her proven editorial judgement is borne out by the successful shows for which she has created original and popular formats. She's worked across genres, including animation/mixed media, puppetry, scripted, comedy, factual and factual entertainment.



Ros was selected to be one of 20 outstanding women for the prestigious Women in Film and TV Mentoring Scheme in 2013 and included in a Power List of 50 influential BAME people working in TV in 2017.

## Employment History

**Head of Children's and Young Audiences | Big Little Fish**  
2023 to Present

**Head of CBeebies Development / Development Exec | BBC Children's**  
2016 to 2023

Leading a team developing ideas that span entertainment, animation, scripted, factual and comedy for 0-16s for CBeebies, CBBC and iPlayer

Making tasters and pilots and planning schedules and budgets for full series.

Seeking out new on-screen talent for the channels.

Commissioning independent producers, writers and content creators.

Working with production partners BBC Worldwide/Studios, Boat Rocker and BBC Commercial team.

Commissions thus far have included:

- ***Colours*** – mixed-media collection of films about the importance of colour
- ***Number One Newton Avenue*** – 'living maths' series with scripted live action and animated sequences
- ***Gigglequiz*** – new comedy studio show featuring Justin Fletcher
- ***Yolanda's Band Jam*** – studio music show featuring musician Yolanda Brown. This was responding to a brief from the commissioner and a talent-led idea
- ***JoJo & Gran Gran*** – animated series exploring the concept of time and featuring the first black British animated family
- ***Kit and Pup*** – early years animated science show. Pitched to BBC Worldwide and awarded mid level support for domestic TX and global channels
- ***Love Monster*** – animated adaptation of Rachel Bright book series

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- **Daydreams / Little Daydreams** – mindfulness for little ones. Ground-breaking digital proposition at an hour's duration online and a short-form series on terrestrial
- **Catie's/Grace's Amazing Machines** – factual series about vehicles with new talent
- **Magic Door** – live action and animated music and movement series for pre-schoolers

## **Executive Producer** | BBC Children's

2016 - present

*JoJo & Gran Gran* – ground-breaking animation series

*Biggleton* – second series of popular scripted series

*Sing with CBeebies* – new series of specially composed and traditional songs performed by CBeebies talent

*Magic Door* – music and movement series

## **Development Exec** | Maverick TV

2015

Working with a new-to-TV presenter David Gibb and producing a pilot, *The Music Detective*, for CBeebies

## **Development Exec** | Midnight Oil Productions

2014 / 2015

Developing children's and adult output working with Tiny POP and POP Girl Channel, Disney and BBC Learning, producing pilots and subsequent commissions.

Working with partners including PBS, BBC America, UKTV and ZDFE

## **Series Producer** | Art Attack S4 | Disney Junior

2014

Series of 27 half hour episodes of the iconic children's art show, filmed and edited in Buenos Aires. As lead producer for EMEA she shaped the show for all 12 countries in this carousel production, while managing a team in the UK and Buenos Aires.

## **Exec Producer** | Art Attack

2014

For the Turkish and Scandinavian series of Art Attack

## **Development Producer** | The Walt Disney Company

2013

Developing a Marvel character-led game show series with Disney France and Spain

## **Series Producer** | Art Attack | Disney Junior

2013

Series of 27 half hour episodes for which she wrote the scripts and managed a team in the UK as well as a studio team in Buenos Aires where the series was filmed.

## **Development Exec / Exec Producer** | Midnight Oil Productions

2012

Development for daytime literacy show and children's series about computer coding for BBC2 and BBC Learning respectively, plus producing obs-docs on Sherlock for PBS and WGBH

## **Series Producer** | The Cool Stuff Collective | Archie Prods

2011

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12 x 30 min Saturday morning studio show for cITV. The show was a technical challenge in that we created a 'studio' in different schools around the country

**Series Producer** | Script to Screen | BBC  
2011

BBC Entertainment for BBC3

Multi-media writing project presented by Matt Smith and Karen Gillan, consisting of short films, interactive website and downloadable material for a nationwide writing competition.

**Series Producer** | Totally Doctor Who | BBC One  
2006 / 2007

13 x 30 mins second series of this large children's studio show. Re-vamped the show, with new presenters and created a stand-alone animated Doctor Who strand.

**Producer/Director** | BBC Children's  
2001 – 2006

*Tikkabilla*

*The Story Makers*

*Xchange*

*CBBC Presentation*

**Assistant Producer** | Ragdoll  
1998 – 2001

*Rosie and Jim*

*Teletubbies*

## **Education/Training:**

Women in Film and TV  
Mentor Scheme

MA Screenwriting/  
Documentary Research

BA Hons Music

## **Skills:**

- Extensive programme- making experience
- Creativity
- Proven editorial judgement
- In-depth knowledge of the children's market
- Excellent written and presentation skills
- Team management
- Compliance knowledge
- Multi-platform

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## **Professional Membership**

- BAFTA
- Royal Television Society
- Women in Film and TV
- Series Producer Association

## **Additional:**

Board member of Fevered Sleep theatre company

Board member of Company Chameleon Dance Company