

# VARIETY

## Barbie Heusinger Joins Picture Tree Intl. (EXCLUSIVE)



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**Former German Films funding manager will handle sales and acquisitions in Spanish- and Portuguese-speaking territories**



### [Leo Barraclough](#)

LONDON — Berlin-based world sales and [production company](#) Picture Tree Intl. has hired [Barbie Heusinger](#) to handle sales and acquisitions for Latin America, Spain and Portugal.

Heusinger, who is based in Germany and Brazil, already represented PTI at Ventana Sur, the Latin American film market, in December, where she acquired international distribution rights

to Festival do Rio winner “Blue Blood” (Sangue Azul), which PTI will present at the upcoming European Film Market. Lírio Ferreira’s film is the story of a circus performer’s attempted reconciliation with his family past.

[Andreas Rothbauer](#), managing director and founder of PTI, said: “We are proud and happy to count Barbie Heusinger among our team. Her proficient expertise in the Spanish- and Portuguese-speaking markets, and her vast network of industry contacts all over the world are a great asset to PTI’s rapidly growing structures. I have known Barbie for many years and look forward to working with her both professionally and personally.”

He added: “We currently have two fascinating Brazilian productions in our lineup — Daniel Augusto’s “The Pilgrim,” based on Paulo Coelho’s best story, and Lírio Ferreira’s “Blue Blood” — we are excited to find further projects from Spain, Portugal and Latin America, and to bring our European productions to these territories with Barbie’s help.”

Heusinger, who was trained in Anglistics/American Studies, film studies and economics in Germany, Northern Ireland and Spain, and who holds a master’s degree in audiovisual business management specializing in international film production, joined German Films, the export agency for the German film biz, in 2006. She managed the distribution support funding scheme, and the German Films Previews trade show, and was responsible for the Spanish-speaking market until 2010 and subsequently for Brazil until June 2014.

She has since been working in script development and as a freelance production and distribution consultant, and she organized the Panorama Alemão film series in Brazil.

Since April 2014, Heusinger has been a member of the consulting team in the Film Marketing Coaching (FMC) program at FOCAL — the foundation for professional training in cinema and audiovisual media in Switzerland that supports [producers](#) and distributors with their film projects in development, marketing and promotion campaigns.

In her new role as sales and acquisitions manager Spain, Portugal and Latin America for Picture Tree Intl., Heusinger reports to Rothbauer, and operating officer sales and acquisitions Yuanyuan Sui.

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