STANFORD MCCOY

President & Managing Director EMEA

Motion Picture Association

As President and Managing Director of the Motion Picture Association's Europe, Middle East and Africa (EMEA) region, Stan McCoy works with partners in the region to promote policies that help the region to benefit from the jobs, growth and cultural dividends of a vibrant creative sector. Prominent among those policies is the effective protection of intellectual property rights – a field in which Stan has been a thought leader for more than two decades. Stan joined the MPA in 2014 after previously serving as Assistant U.S. Trade Representative for Intellectual Property and Innovation in the Office of the U.S. Trade Representative during the Obama Administration. He earned his undergraduate degree from DePauw University, then, after a brief career in journalism, earned a law degree from the University of Virginia.