

theWorkbook Assembles Powerful Board of Advisors for 2025

Global casting/production platform, recently rebranded 'theWorkbook', expands to 64 countries, unveils new revenue models, and celebrates Center Stage magazine with a Reach of 50+ million in 2024.



JC ACOSTA



PENNY WILSON



CARLA HOOL



JOHN MCLEAN



JON GASTER



SUSAN FOX

Los Angeles, California Feb 6, 2025 ([IssueWire.com](https://www.IssueWire.com)) - theWorkbook (TWB), a premier casting & production platform now connecting members in 63 countries—including 21 Spanish-speaking nations—announces its formidable Board of Advisors for 2025. The five distinguished executives will guide TWB's continued evolution, fostering affordable, cutting-edge services in film, TV, streaming, and beyond. At the same time, TWB's new revenue models address industry shifts, while its Center Stage magazine surpasses 11 million in reach with each edition in English & Spanish.

The Advisory Board

Penny Wilson – A seasoned marketing leader who previously served as CMO at Hootsuite, Juniper Networks, and Macromedia, Penny brings strategic insight to help TWB refine product innovation, amplify brand impact, and drive global expansion.

JC Acosta – Head of The Mediapro Studio U.S. / Canada, JC is a bilingual award-winning media and studio executive recognized for managing billion-dollar streaming and TV businesses at Paramount, ViacomCBS, and NBCU. JC will advise the company on its plans for global expansion and new strategic partnerships.

Carla Hool – An award-winning bilingual casting director in the US, LATAM, & Worldwide. Carla has cast notable projects including *Emilia Perez*, *Los Frikis*, *Sound of Freedom*, *Flamin' Hot*, *Coco*, *Apocalypto* and *Narcos*, and is celebrated for championing authentic representation and opening doors for underrepresented performers across the global industry.

John McLean – A finance and media professional with notable roles as CEO of Citicorp Capital Asia and Executive Chairman of Outcast Media, John's global experience in P&L management and investment strategy will help ensure TWB remains both innovative and fiscally robust.

Jon Gaster – A technology innovator from IBM in London to founder of PMG Films, Jon pioneered the first LA Virtual Production Office for film and TV—adopted by studios like Paramount, FOX, and Lucasfilm—and has delivered secure, real-time data solutions in the US across entertainment & defense.

Susan Fox – Founder and CEO of theWorkbook, Susan revolutionized online casting, launching the first online auditions for major studios. Under her leadership, theWorkbook has expanded global and Spanish-language services while championing new revenue models for a rapidly changing industry.

“We're thrilled to have such extraordinary professionals guiding theWorkbook's global vision,” said **Susan Fox**, Founder and CEO of theWorkbook. “Their combined expertise in technology, finance, and media underscores our commitment to evolution—whether that's launching new revenue models, accelerating digital adoption, or providing solutions that serve casting and creators worldwide.”

This powerful Board will enable TWB to stay agile in the face of rising demand for unscripted content, influencer-based casting, and voice-over services—continuing to fill critical gaps in an ever-shifting entertainment landscape. With its long history as Canada's premier casting platform, TWB remains dedicated to delivering world-class tools and resources to casting professionals, talent, and productions across the globe

For more information, please visit www.theworkbook.com

About theWorkbook

theWorkbook (formerly Casting Workbook), has been driving the industry forward for over two decades with leading-edge enterprise casting software. By bridging essential communications between production, casting, agents, and their talent, the company has worked with some of the biggest production studios including Disney, Netflix, Universal, HBO, Amazon Prime, Fox Features, Lionsgate, Sony, Nickelodeon, Televisa Univision, Vix+ and many more.

theWorkbook's global network consists of offices in Los Angeles, New York City, Toronto, Vancouver, Montreal, Mexico City, Madrid, and Bogota with production, casting, agents, managers and talent in 63 countries. Services are offered in English, French and Spanish. Its customer service teams were ranked #1 globally as part of Help Scout's annual Award Ranking of 12,000 companies in over 140 countries.

theWorkbook offers over 40 innovative applications to help actors search jobs, submit self-tapes, work seamlessly with their talent representatives and be presented in an interactive way to producers, streamers and distributors. Whether watching the company's popular Original Series programming, reading its recently launched digital magazine, auditioning virtually through Virtual Casting Room (VCR), or submitting a self-tape on its top-rated mobile Actor App in IOS and Android, theWorkbook's commitment is, and always will be, to provide complete customer support and satisfaction.

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