

► ADEEL AMINI, 29 ENTERTAINMENT PRODUCER

Adeel's Twitter bio, promising a "strong, independent black woman", demonstrates the waggish streak that has made this producer shine on *Alan Carr: Chatty Man*, *All Star Mr & Mrs* and *Celebrity Squares*.

Adeel joined the ITV Researcher Training Scheme in 2008, soon after his student newspaper interview with JK Rowling made waves with the Harry Potter author's admission that she had contemplated suicide.

Moray Coulter, who selected him, remembers his determination: "A charming guy with a determined core, I'd bet on Adeel to be a leader in our industry soon enough."

Angela Ferreira, executive producer at A Joy Media, says Adeel injects fun and creative ideas into every concept: "He's willing to roll up his sleeves and muck in with anything."

Talkback's Aaron Morgan, who has worked on all of Adeel's entertainment shows, says: "He doesn't need to be the loudest, flashiest cog in the machine, but without him, things wouldn't work as smoothly."

All Star Mr & Mrs executive producer Jane O'Brien adds: "Adeel has a natural flair for entertainment shows and has developed into a well-rounded creative producer."

Last year, Adeel launched his own music website, Press Play, which gained international traction for an exclusive Lily Allen interview and session.

► EMERALD PASTON, 24 ASSISTANT PRODUCER, DEVELOPMENT, TWOFOUR

"Emerald is one of the most generous, charming and creatively driven people you will ever meet," says Nerd TV managing director Jago Lee, who hired her as an intern and watched her blossom into a "lynchpin" of his development team within three years.

Emerald was soon pitching formats at Mipcom and Stockholm's Europitch, and was assistant producer on projects from London Live's first comedy entertainment commission *Ctrl Freaks* to Red Bull's feature doc *Wings For Life* and a prank show pilot for BBC Worldwide.

Lee describes Emerald as a "rare beast": a team player with a distinctive individual voice. "She's a bit of a development genius," says Lee. "She marshals her diverse cultural references to brilliant mainstream effect with wit, confidence and a lightness of touch, and has an intuitive and unflappable head for what makes a story work."

Ctrl Freaks producer Tim Hancock says: "She hides a brilliant mind behind a disarmingly relaxed and friendly attitude. I can see her becoming a commissioning editor or maybe a TV presenter. Anything's possible."

TwoFour head of entertainment development Tom O'Brien, who recently poached Emerald, adds: "She flips adeptly between entertainment and factual. With a quiet focus and a unique way of coming at things, Emerald hangs with huge promise."

