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Amber Dodson Named New Director of State Film Office

SANTA FE, N.M. – Amber Dodson, the City of Albuquerque’s Film Liaison, has been named the new Director of the New Mexico Film Office, Economic Development Department Cabinet Secretary Alicia J. Keyes announced today.

Dodson will assume the position on March 9.

Dodson has over 20 years of professional experience in the entertainment, media and tech industries, both in the private and public sectors.



Since being appointed as Film Liaison by Albuquerque Mayor Tim Keller, the Albuquerque Film Office has seen record-breaking growth in film and television production. In the past year, the city issued a record 448 film permits in 2019 and ushered in work from the new Netflix and NBCUniversal Albuquerque studios.

During her tenure at the Film Office, Albuquerque was ranked #1 by MovieMaker Magazine for “Best Place to Live and Work as a MovieMaker: Big Cities” for two consecutive years, and was chosen by Deadline as its inaugural location for the international “HotSpots” event series. Dodson also launched initiatives to increase diversity and local engagement in the film industry, streamline and digitize film permitting, expand resources for local businesses, and connect residents to job opportunities on productions.

Cabinet Secretary Keyes said that Dodson has the leadership qualities that will put the New Mexico Film Office at the forefront of customer service and innovation.

“New Mexico has become a world-class production destination and Amber Dodson has shown she has the skills and vision to lead the Film Office as it takes on new challenges to be the best in the industry,” Keyes said.

Prior to being Film Liaison, Dodson worked in Hollywood in film production, business development, and marketing and advertising. She has a bachelor’s degree in history from Colorado College.

“I am excited to implement my hands-on industry knowledge and my experience in government and collaborate with the great team already in place at the New Mexico Film Office to showcase New Mexico and all we have to offer,” Dodson said.

Dodson replaces Todd Christensen, a long-time locations manager, who is returning to the private sector.

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A division of the [New Mexico Economic Development Department](#)

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.