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As a professor, doctoral tutor and Dean of the School of Management of Beijing Film Academy, Wu Manfang is certainly an academic expert in the Chinese film industry. She is the Executive Dean of the Chinese Film Industry Research Institute as well as the Secretary-General of the China Short Film Academy Awards Organizing Committee. In addition, Wu has published several scholarly works, such as *Government Regulation of Media*, *Movie Companies Listed Operations*, *Study on Media Industry Organization*, *Crisis Public Relations Strategies in Mass Media*, *Cinema Chain Management*, *County-level Cities Digital Cinema's Research and Development*, and is the Chief Editor of *Reports on China Film Industry Development*. She is also the producer and distributor of the TV series **Start and Stop**, the supervisor of **Ever Loving Ocean of Blues** and executive producer of **Go Together**.

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作为一名教授、博士生导师和北京电影学院管理学院院长，吴曼芳是中国电影界当之无愧的学术专家。她是中国电影产业研究院执行院长，也是中国金鸡百花电影节短片大赛组委会秘书长。此外，吴曼芳出版了一系列学术著作，其中包括《媒介的政府规制》、《电影市场营销中的媒体策略研究》、《媒介经营与管理》、《媒介产业组织学》、《电影企业上市运营》等。吴曼芳还是《中国电影产业发展报告》的总编辑，电视连续剧《起步、停车》的主要策划人及发行人，以及电影《舞动少年》和《澄江情缘》的监制。