

# ITV and ITV Studios appoints Iain Macleod as Executive Producer for Continuing Drama

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ITV and ITV Studios today appointed BAFTA and multi award-winning Iain MacLeod as Executive Producer for Continuing Drama.

With immediate effect, Iain will be responsible for leading the creative teams who produce both Coronation Street and Emmerdale in Manchester and Leeds reporting to John Whiston, Managing Director of Continuing Drama and Head of ITV in the North with a direct line to Huw Kennair Jones, ITV Drama Commissioner.

Iain will work alongside the series producer and producers for Coronation Street and Emmerdale and support them through all stages of production to ensure both shows continue to captivate viewers with engaging, ambitious and dynamic

storytelling, whilst staying true to their DNA and successfully delivering mass audiences for ITV and ITV Studios' international broadcast partners throughout the world. Both soaps sell to more than 130 countries around the world and are staple viewing just like they are in the UK.

Iain has been Coronation Street's Series Producer for the last 5 years taking the reins in December 2018. He kept the show on air during the Covid pandemic and throughout his tenure the serial drama has cemented its place in the hearts and minds of viewers, winning multiple awards and accolades and celebrating its 60th anniversary in 2020.

During his time at the helm, Iain won a BAFTA for Best Soap and Continuing Drama in 2022, two Best Serial Drama Awards at the National Television Awards in 2019 and 2020 and numerous accolades at the TV Choice and Inside Soap Awards and the British Soap Awards.

Iain has steered the world's longest running soap, Coronation Street, through many critically acclaimed storyline highs, including Sinead Tinker's tragic cancer diagnosis and marriage to Daniel Osbourne, the introduction of the Bailey family, how Nina and Seb became embroiled in a vicious hate crime, Abi's descent into drink, drugs and a world of crime following the death of her son, and evil Geoff's coercive control of Yasmeen.

Iain has also overseen the introduction of Tyrone's grandmother Evelyn Plummer and his real mother Cassie and most recently Sarah's seduction by Damon and the devastating betrayal of her husband Adam, the acid attack storyline involving Daisy and Ryan and Stephen Reid's reign of terror which impacted on Audrey and the Platt family and the whole Weatherfield community.

Prior to becoming Series Producer for Coronation Street, Iain was Series Producer for Emmerdale between 2015 and 2018 where he oversaw critically acclaimed stories such as the sensitive portrayal of Ashley Thomas' battle with vascular dementia, producing a ground-breaking episode totally dedicated to illustrating the former clergyman's confusion and distress. Iain's accolades also include the Best Soap Moment in History voted for by viewers in praise of Emmerdale's Hotten Bypass Crash.

Passionate about the genre of soap generally, Iain is also a former Producer of Hollyoaks. He has worked his way through the ranks, initially joining Coronation Street's story team as a Researcher in 2006 before becoming a Story Associate in 2007.

Commented Iain MacLeod:

“I am beyond delighted to be stewarding two shows that I - along with the whole nation - absolutely love. They hold such a central role in viewers’ lives and working with the immensely talented teams on either side of the Pennines to cement their position as the best soaps on the telly will be a massive thrill and a privilege. I have been honing my skills in producer roles for the past decade and I am brimming with ideas for what the next chapter on each show will look like - I can’t wait to get started!”

Commented John Whiston, Managing Director of Continuing Drama and Head of ITV in the North:

“I'm delighted that Iain has agreed to take on what is probably one of the toughest, but most exciting, jobs in the TV world. Responsible for 6 hours of primetime ITV output 52 weeks of the year (that's over 3 feature films worth) the job is not for the faint hearted. Luckily Iain has been hewn in the fire of continuing drama having produced all three Northern soaps, Coronation Street, Emmerdale and Hollyoaks.”

John continued:

“During that time he has racked up innumerable awards, brought to our screens fantastic new characters and storylines and tackled some really important social issues with boldness and sensitivity. We are very fortunate to have him to help guide the soaps through their next phase.”

Commented Huw Kennair Jones:

“We're thrilled Iain is going to become the Executive Producer on two of ITV's most important shows. Over his tenure on both Emmerdale and Coronation Street he has been responsible for many brilliant, award-winning storylines and we can't wait to see what's in store for the future.”

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