EYEWORKS FILM & TV DRAMA SWEDEN EXPANDS

POA STRÖMBERG NEW MANAGING DIRECTOR

Eyeworks Sweden has broadly expanded its scripted activities. Poa Strömberg has been appointed Managing Director of Eyeworks Film & TV Drama in Sweden. In addition, Eyeworks has also recruited producers Patrick Ryborn and Anna Wallmark Avellin of Fladen Film.

Presently, and as part of the Eyeworks investment in feature film and television drama in Sweden, Poa Strömberg is appointed as new Managing Director of Eyeworks Film & TV Drama Sweden. For the last ten years, Poa Strömberg was employed by Strömberg & Partners, working as a lawyer on many major contracts in the media and entertainment industry. He also served as executive producer/lawyer of several awarded films over the years such as: *Let the Right One in*, *The Girl* and *Fucking Åmål*. As previously stated, also new to the company are Anna Wallmark Avellin and Patrick Ryborn. Patrick Ryborn will also operate as Head of Productions of the expanded drama section.

”We are very pleased with these reputable professionals joining Eyeworks. Anna and Patrick have extensive experience and many achievements behind them. With Poa Strömberg as the new Managing Director, we have one of Sweden’s most experienced lawyers from the media and entertainment industry. Now, we feel we can meet future challenges in an industry which is rapidly changing”, says Tobias Bringholm, CEO Eyeworks Scandinavia.

About Eyeworks

Eyeworks is a creative, independent television & film production company that develops, produces and distributes content in different genres including fiction and entertainment. Eyeworks

was founded in The Netherlands in 2001 by Reinout Oerlemans. Currently, with operations in The Netherlands, Belgium, Germany, Switzerland, Sweden, Denmark, Norway, Argentina, Chile, Brazil, Spain, Portugal, Italy, the United States, New Zealand, Australia and the United Kingdom, Eyeworks operates a tight-knit web of local affiliates on four continents. In its 17 countries Eyeworks produces television programs for over 100 different channels and employs more than 1,500 employees. Internationally successful titles include: *Test The Nation, CQC, Who Wants to Marry my Son, Beat The Blondes, Reality Queens of the Jungle, The Italian Dream* and *Obese (Extreme Makeover: Weight Loss Edition).*