



Alkemy X Hires Executive Producer, VP of Business Development

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Creative content company Alkemy X has named two new hires: Eve Ehrich as executive producer out of the agency's New York office, and Cheryl Bohn as vice president, business development, based in the agency's Philadelphia headquarters.

Eve Ehrich. [Alkemy X]

Ehrich will oversee all aspects of commercial and brand/promo production at Alkemy X's Manhattan studio, which doubled in size following last summer's 10,000-square-foot expansion.

Her two decades of experience encompass commercial, broadcast, film, digital and print, and include work with global brands such as American Express, General Electric, Merrell, Jack Daniels, Mercedes-Benz, McDonald's, MTV, Cartoon Network, Nike, and Jeep.

She was most recently senior vice president and executive producer for Taylor James, where she ran the New York office and has managed every production

since the studio opened in 2013.

She's also worked as head of production at agencies Stardust and Eyeball NYC, as well as senior producer at Shilo, 1st Avenue Machine, Spontaneous, Click 3X, and Smoke & Mirrors.

"Eve's deep experience across a variety of content creation and branding needs fits the mold of Alkemy X and the end-to-end services we offer our clients and creative partners," said Alkemy X President & CEO Justin B. Wineburgh in a statement. "Her exemplary reputation and leadership brings an added level of integrity to the quality and efficiency of our creative output, as we continue to exceed our clients' expectations and bring great ideas to life."

Cheryl Bohn. [Alkemy X]

Bohn joins Alkemy X following a 20-year career as an account manager at NFL Films, where she was part of the initial team assembled to launch and grow its commercial division. Bohn worked with advertising agencies and brands in a variety of industries, including tourism, healthcare, sports, retail, banking, insurance, and pharmaceutical.

Her background also includes positions at production companies and television stations, as well as creative entrepreneurial endeavors.

"Cheryl has consistently led her clients to success, and has gained an exemplary reputation in the creative industry," said Wineburgh. "She is extremely skilled at assembling and presenting effective creative and technical teams to solve her client's communication objectives."

Meanwhile, Wineburgh has stewarded several expansion initiatives at the company over the past two years, including Alkemy X's entry into the European market with a strategic alliance with Amsterdam-based Wefilm.

The company's recent credits include TV series Blindspot for NBC, Frequency for The CW, and Power for Starz, as well as Universal Pictures box office hit Split from writer and director M. Night Shyamalan. Alkemy X also delivers award-winning commercials and branded content, such as a GEICO campaign via The Martin Agency; and "Reframe This Space," a branded makeover series for Samsung.