



Alkemy X Names Clare O'Brien™ VP, Business Development

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Clare O'Brien has joined New York City-based production studio Alkemy X as vice president of business development.

In her new role, O'Brien will use her sales, creative and production experience to forge new business relationships with agencies, brands and media companies from around the world.

Before joining Alkemy, O'Brien served as head of sales for production company Chimney. Prior to that, she held a sales role at Humble TV and led sales efforts at Postal TV and Sonic Union.

"Clare has a great pedigree and experience across all the services that Alkemy X provides: live action, design, visual effects, editorial and post," said Alkemy X CEO Justin Wineburgh. "She brings tremendous energy and enthusiasm and we know that she will be wildly successful here. We've had our eye on her for some time and there is no doubt that she is a rising star."

O'Brien, who looks forward to the company's "diversity of talent and resources," graduated from Bard College before moving to New York City to pursue a career in graphic design. Her background also includes work as a live action

and post producer at QuietMan.

"I've been fortunate enough to build a career that focuses entirely on relationships," O'Brien stated. "That's what I'm passionate about—people who are curious and excited about the potential of their work. Alkemy X gets it. They are a dynamic company made up of people looking to push the status quo; people who are driven to excel and solve problems."

The fully-integrated production studio specializes in branded and episodic content. Its portfolio includes advertising and branded content clients like BMW, Google and Panera. Promo, integrated and social clients include Nickelodeon, Syfy, and AMC, while the VFX team works on AMC's Fear the Walking Dead, NBC's Blindspot and more.

"I was particularly intrigued by Alkemy X's ability to partner with creative teams to deliver high-end original content," O'Brien stated. "They understand the need to adapt to the ways our industry is evolving. Having an incredible team able to take projects from concept through delivery—including live action, design, visual effects and post-gives Alkemy X the unique ability to synthesize the science and art that results in movie magic."