



Alkemy X Hires Eli Rotholz as VP of Business Development

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Alkemy X has hired Eli Rotholz as its vice president of business development, a role where he will bring 12 years of experience in sales, business development, strategy and production to the creative content company.

He will be based at the New York headquarters.

"Eli's strengths in creative problem solving and content production make him a force in both business development and talent curation," Justin B. Wineburgh, Alkemy X president and CEO, said in a statement. "We know he'll translate his incredible track record of success to Alkemy X."

Rotholz began his career as an independent sales rep for firms such as Ziegler/Jakubowicz and Moustache NYC, before his first in-house position at Click3X, where he he built and managed a diverse roster of directorial talent, as well as the company's first truly integrated production offering focusing on live-action, VFX/design/animation, and editorial.

Rotholz then parlayed his passion for discovering and developing emerging talent with his vision for content creation to found Honor Society Films. He later joined Hone Production, a brand-direct-focused production company and

consultancy, as director of business development/content EP.

Rotholz said he values Alkemy X as one of the few companies in the industry that can boast such as strong directional roster and VFX capabilities.

"In addition to the amazing entertainment work that Alkemy does, there's definitely a trend in high-end 'package' productions where one company can do both live-action shoots with their directors, as well as editorial and VFX," he said. "I'm excited to push the envelope from both a creative and business standpoint."