



## **PRESS RELEASE 20.5.2019**

For immediate release

### **Kristiina Werner appointed as CEO of Angel Films**

Angel Films has appointed Kristiina Werner as CEO starting May 20<sup>th</sup> 2019. In her capacity of CEO, Werner will be responsible for the on-going management of the Angel Films, its growth strategy and profitability. Angel Films and Swedish Dagsljus are owned and operated by NSR Scandinavia.

Kristiina Werner is a graduate of the Aalto University where she majored in Marketing. Her expertise stems from media business management, digital marketing, creative content production and leadership. Prior to her new role, Werner has served for over 20 years in diverse positions in the media industry, both in Finland and abroad, such as SVP of Television at Nelonen Media (part of Sanoma) and SVP of Programming at MTV Oy.

“I am very excited to join Angel Films at this time when the demand for professionally produced long and short form video content is continuing its powerful growth. I find the ever-changing media landscape, the new platforms and the globalization of the production business a great opportunity for our production services company to expand businesses furthermore, and to help our customer’s productions come to life”

Werner will succeed Ville Penttilä who will continue acting as a partner in the company.

“After serving ten years with Angel Films and leading its growth and expansion to the latest technologies, numerous productions and new studio environments, I felt that this is the perfect time to hand over my responsibilities to Kristiina. I will keep my shareholding of the company but will focus more hands-on to the international feature film productions as well as spending more time with my family in Tallinn, Estonia” says Penttilä.

*NSR Scandinavia Group is one of the leading pan Nordic Film &TV equipment rental chain supplying professional, digital and motion picture equipment within the Film, Commercial and Television Industry. In Sweden NSR Group has Dagsljus offices in Stockholm, Gothenburg and Haparanda. In Finland Angel Films in Helsinki and in Estonia Angel Films Estonia in Tallinn.*

More information

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