



Ellen Ruth Eliasoph
President and CEO Village Roadshow Pictures Asia

Ellen Eliasoph joined Village Roadshow Pictures Asia (“VRPA”) in 2011 after having worked in the Asia filmed entertainment sector for two decades. In her role of President and CEO of VRPA, Ms. Eliasoph leads the company in its business of identifying, developing, financing, producing, marketing and distributing feature films which are filmed principally in the Chinese language and designed for audiences in the Mainland China and other Greater China markets.

Ms. Eliasoph became the first Hollywood executive to be based in China when she established Warner Bros.’ Beijing office in 1993. She imported 'The Fugitive' to China as the first Hollywood revenue-sharing film. During her years at Warner Bros. she arranged the China releases of the 'Matrix' and 'Harry Potter' series and many other blockbusters, and managed many co-productions, including 'Turn Left, Turn Right', 'The Painted Veil', 'Crazy Stone' and 'Crazy Racer'.

Ms. Eliasoph has pioneered the creation of the deal structures by which Sino-foreign co-productions are developed, produced and exploited. Since joining VRPA, she has established and led the company’s China co-production efforts. The company’s first two releases, Stephen Chow's 'Journey to the West', and ‘Say Yes!’, a contemporary Valentine’s Day romantic comedy, dominated the Mainland China box office during the February 2013 Chinese New Year period, breaking several records in the process. Upcoming projects include Keanu Reeves’ directorial debut, ‘Man of Tai Chi’, which will be released in North America during the fourth quarter of 2013, and the Johnnie To-directed 'Don't Go Breaking My Heart 2', which is targeting a 2014 Valentine's Day release throughout Greater China.

Ms. Eliasoph is a graduate of Yale College and Yale Law School, and is qualified to practice law in New York, California and Washington DC. Ms. Eliasoph first came to China in 1979 as part of the initial group of American students to study in China following normalization of diplomatic relations between the U.S. and China. She is fluent in Mandarin Chinese and Japanese.

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