

Anita Ondine
CEO, Seize the Media, UK

Anita Ondine grew up in a creative household, where storytelling was a normal part of everyday life. That love of story transformed into a career in intellectual property law, with a particular interest in technology.

Anita also spent time in the finance sphere where she worked firstly as Senior Legal Counsel and later as Senior Vice President at Lehman Brothers. After a decade in law and business management, Anita returned to her storytelling roots, is currently writing and producing and is CEO of Seize the Media. Anita speaks internationally and has written a book and numerous articles on the intersection between technology, law and entertainment.



Seize the Media

Seize the Media is a market leading transmedia production company dedicated to the development, production, distribution and marketing of transmedia works. Seize the Media develops original transmedia programs as its own or as co-productions on a global scale across a range of genres, as well as providing creative services, consulting and production assistance to media companies in support of their transmedia strategies.

