

Anna Carrfors Bråkenhielm **CEO, Silverback**

Anna Carrfors Bråkenhielm is one of the most renowned TV executives in Scandinavia, recognized as the first in the world to produce 'Survivor'.

Anna headed Modern Times Group's production company, Strix Television, for over a decade and made it the most profitable and successful company in Scandinavia, placing its formats in over 72 countries around the world. Among other things, Strix produced or co-produced over 40 series of 'Survivor' for 14 countries. During her reign over Strix Television, the company turned from a small local producer to an international renowned player with an increase of the profit with over 400% and an annual turnover of over 60 million EURO.

In April 2006, Anna founded Talpa Scandinavia on behalf of John de Mol. The company was a subsidiary of Dutch media group Talpa Media Holding owned by John de Mol. Talpa Scandinavia was profitable after only 9 months. In May 2007 the company parted from Talpa Media Holding as Anna took control of 100% of the company.

Re-branded as Silverback, Anna has set out to form one of the most creative companies in the television industry. Apart from the company's strong commitment to new creative ideas for television, Silverback is also extending into a publishing house and an interactive company. Silverback has initiated a co-operation with the founders of Skype, and their new project, JOOST, in Scandinavia.

Apart from being the fastest growing production company in Scandinavia, Silverback has also placed its in-house created formats in 13 countries and signed a first-look agreement with Disney-ABC Television Group's Buena Vista Productions in the US.

In May 2008 Anna sold Silverback to ITV. Anna remains the CEO for the company.

Apart from setting up the TV production company, Anna is also the publisher for a magazine called "Passion for Business". It is a business & pleasure magazine for the modern women – in fact the world's first business magazine for women. A new inspiring glossy magazine about career, role models, management trends, personal development, and also fashion, beauty and travel for the business woman. The first magazine came out in May 2008.

Anna has worked as a journalist and PR consultant prior to entering the TV industry



Silverback.

Contact

Silverback · Magnus Ladulasgatan 63 · 118 27 Stockholm · Sweden
T: +46 (0) 8 642 68 88 · F: +46 (0) 8 643 28 88
E: anna@silverback.se · www.silverback.se