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## **ARRI Rental expands Business Development team, hires new VP and Director**

- **Lisa Harp and Andrea Leonard take on key roles to drive ARRI Rental's growth and influence in film and television**
- **Focus includes strengthening relationships to filmmakers and productions companies while increasing market share**

**November 21, 2023; Los Angeles** – ARRI Rental North America, a leading provider in cinema camera rentals, is delighted to announce two key executive appointments that will drive its growth and leadership in the film and television industry. Lisa Harp has been named Vice President of Business Development for ARRI Rental North America, and Andrea Leonard will join as Director of Business Development for the New York branch.

"We're pleased to welcome Lisa Harp and Andrea Leonard to ARRI Rental as we look forward to advancing our presence in the entertainment industry. Their wealth of experience and proven track records in business development make them valuable additions to our leadership team," stated Andy Shippides, President of ARRI Rental.

Based in Los Angeles, Lisa Harp brings over three decades of experience in the film and television industry and has held leadership roles at prominent cinema rental companies, including Panavision and PRG. Her expertise in building strategic partnerships and driving revenue growth makes her a significant asset to ARRI Rental's global business.

Andrea Leonard, based in New York, brings extensive industry knowledge and a dynamic approach to her role. She has led successful business development initiatives in high-profile positions at Monster Remotes and Panavision. Over the last five years, she maintained a dual leadership role at Monster Remotes and Flying Monster, building the cinema drone division of Monster from start-up to prominent leader in their field. As Director of Business Development, her focus will be on nurturing relationships with clients, partners, and industry influencers, as well as identifying new opportunities and growth strategies to enhance ARRI Rental's position in the competitive New York market.

In the past year alone, ARRI Rental has expanded its operation with new offices in New Orleans, Atlanta, and Toronto. These strategic locations will help ARRI Rental stay ahead of the curve and provide top-notch service to customers across North America. The recent executive hires only solidify the company's commitment to excellence and continued success.

## **About ARRI Rental:**

ARRI Rental's mission is to be instrumental in realizing the creative visions of international film and program makers. As a service business within the ARRI group, ARRI Rental is focused on building client relationships through the provision of first-class camera, lighting, and grip equipment to the movie, television, advertising, and events markets. High-quality hardware, innovative workflow solutions, and an unsurpassed level of service ensure long-term customer connections and a rock-solid brand reputation. We aim for warm welcomes, friendly expertise, personalized solutions, and relationships built on trust.

Operating through a network of rental facilities across North America, Europe, and the UK, ARRI Rental's combined resources allow it to develop exclusive, proprietary technologies. These include the ALEXA 65—the world's only true 65 mm digital cinema camera system—as well as diverse and customizable lens options across all formats, among them the DNA, ALFA, Moviecam, and HEROES lenses. Exclusive grip offerings include the HEXATRON off-road crane vehicle and versatile Hover Dolly, while our modular BrikLok LED panels facilitate limitless lighting setups.

ARRI Rental prides itself on providing custom solutions to its clients, whether that be unique camera configurations, new or specially detuned lenses, bespoke rigging, or purpose-built lighting. Collaborating with clients on these customized solutions is at the heart of how we nurture enduring industry relationships.

## **About ARRI:**

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,600 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

For locations and more information, please visit [www.arri.com](http://www.arri.com).