



Press release
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James Prosser appointed Managing Director of Goodbye Kansas Studios UK

James Prosser is promoted Managing Director for Goodbye Kansas Studios in London. James was previously Studio Director and Executive Producer and has been with the company since the inception of the UK studio in 2016. Martin Hobbs, currently MD for the London operations, is heading over to another external position.

James began his career at MPC where credits included: "The Chronicles of Narnia: Prince Caspian", "Harry Potter and the Prisoner of Azkaban", "10,000 BC" and "Corpse Bride".

Prior to joining Goodbye Kansas, James was VFX executive producer/supervisor at ZOO where he oversaw all VFX production working closely with David Attenborough on productions as the BAFTA winning "Natural History Museum Alive" and "Flying Monsters 3D". James was awarded an EMMY for his work on "First Life" with David Attenborough.

"I am very pleased that James Prosser takes the role as MD. He has been a key force in the decision to start up our UK operations and is a highly respected manager and a genuine team player. We are excited about our offering and plans for growth in London over the coming years," says Peter Levin, CEO and Managing Director of Goodbye Group.

"I'm so proud of what the team has built and achieved together over the last few years and especially how everyone has faced the many recent challenges. I'm extremely excited to be working with the team as we start what feels like a new chapter as we emerge from the pandemic and define our new normal. We have a special family and ethos that extends across our locations and we will continue to push our collective capabilities whilst taking great care of the work, our clients and each other as we grow over the years ahead.", says James Prosser.

There are positive signs from the UK of society opening up again – with increased interest for investments in Film & TV productions in the entertainment industry. This trend is reflected in Goodbye Kansas well booked sales pipeline, with very positive signals for the second half of the year, where the VFX market in London is recovering after the pandemic.

"Finally, I would like to thank Martin Hobbs for his excellent work over the last 5 years. He has been instrumental in establishing Goodbye Kansas Studios in the UK and International VFX markets and building not only a great studio but also an excellent track record for us to take further," continues Peter Levin.

Other key members of the London team include VFX supervisors Ditch Doy, Jason, Halverson and Jim Parsons and Head of VFX Rob Andrews.

Recent credits include:

"The 355", "The Irregulars", "Behind her Eyes", "Birds of Paradise"

Currently in production:

"Outlander", "Alex Rider", "Locke and Key", "The Emigrants"

For further information, please contact:

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Goodbye Kansas Group

Goodbye Kansas Group AB (publ) is a leading company in visual content and emerging technology. The company creates award-winning visual experiences for all media and offers products and solutions with the possibility to scale, combining cutting-edge technology with world-class artistry. Services include VFX, Virtual Reality (VR), Augmented Reality (AR), Performance Capture & Scanning, Real Time expertise, Design, Animation, production of Game Cinematics, Digital Humans and development of IP's & scalable products.

The Group comprises of: Goodbye Kansas Studios (Visual experiences for film, TV and games), Infinite Entertainment (Film/ TV co-productions & IP development), Vobling (Virtual training and XR) Sayduck (3D/AR SaaS solutions for e-commerce), Virtual Brains (Location based mobile games) and Plotagon (3D animation film engine). Goodbye Kansas Group is listed on the Nasdaq First North Growth Market and has studios and offices in Stockholm (HQ), London, Helsinki, Vilnius, Belgrade, Los Angeles, Beijing & Manila.

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