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**Visual Effects Society Names Distinguished Former VES Executive Director**

**Eric Roth as Recipient of the VES Board of Directors Award**

**Los Angeles (January 13, 2023)** – Today, the Visual Effects Society (VES), the industry’s professional global honorary society, named former VES Executive Director Eric Roth as the forthcoming recipient of the VES Board of Directors Award in recognition of his leadership in presiding as the Society’s top executive leader. The award will be presented at the 21st Annual VES Awards on February 15, 2023 at The Beverly Hilton Hotel.

The VES Board of Directors Award, is bestowed with deepest gratitude and appreciation by the VES Board of Directors to a distinguished individual for their meritorious service to the Society. The VES will honor Roth for his 19 years of service to the Society and for shepherding its expansive growth – from a primarily California-centric organization of about 750 people to a global Society with nearly 4,500 members in 45 countries and 14 regional Sections worldwide. Roth retired from this post in September 2022.

“As my longtime friend and colleague, Eric was the kind of leader, partner and source of inspiration that you always hope to work with,” said VES Chair Lisa Cooke. “Eric played a transformational role in building the Society’s global footprint and championing our mission on behalf of VFX artists and practitioners around the world. We were gifted to have a leader with Eric’s vision, integrity and unwavering passion, and it is with gratitude and admiration that we present him with the well-deserved VES Board of Directors Award.”

**“**For 19 years, it was my privilege to serve as the Executive Director of this incredible organization,’ said honoree Eric Roth. “I am exceedingly proud of what we have achieved together globally as a Society, committed to shining a light on outstanding visual effects artistry and innovation and lifting up the creative talent that never ceases to inspire us all. Thank you for placing your trust in me, for your friendship and for giving me this special honor. I am forever grateful to be a part of this remarkable community.”

For nearly two decades, Eric Roth had a front row seat to the dynamic global VFX industry and played a major role in the Society’s tremendous growth, and helmed the organization to reach its milestone 25th Anniversary in 2022.

Under his watch, the Society grew into a thriving worldwide community, launched the award-winning signature *VFX Voice* Magazine, created three editions of the acclaimed *VES Handbook of Visual Effects*, produced 17 years of the VES Awards, hosted the annual VES Honors and Hall of Fame Programs, and delivered a robust roster of educational programming.

During his tenure, Volunteer Committees did vital work in service to the membership and the worldwide VFX community, including creating industry-leading mental health benefits, mentoring programs, diversity, equity and inclusion initiatives, forward-looking technology projects, a video archive of VFX luminaries and a soon-to-be-realized VFX digital museum, and exclusive opportunities that foster networking, education and professional development.

Roth led the Society through the global pandemic and instituted new programs and initiatives to address the unprecedented impacts on the industry – while keeping the membership closely tethered. And importantly, he helped the organization create and amplify its powerful voice on behalf of the membership and the industry to serve as a convenor on topics of vital importance, from the state of the ever-evolving business to emerging technology.

As previously announced, acclaimed producer-writer Gale Anne Hurd is the forthcoming recipient of the VES Lifetime Achievement Award.

**About the Visual Effects Society**

The Visual Effects Society is a professional global honorary society dedicated to advancing the arts, sciences and applications of visual effects and to upholding the highest standards and procedures for the visual effects profession. It is the entertainment industry's only official organization representing the extended global community of visual effects practitioners, including supervisors, artists, producers, technology developers, educators and studio executives. VES’ nearly 4,500 members in 45 countries worldwide contribute to all areas of entertainment – film, television, commercials, animation, music videos, games and new media. To learn more about the VES, visit www.vesglobal.org and follow us on Twitter @VFX Society. Read our award-winning signature publication *VFX Voice* at www.vfxvoice.com.

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