



# LA Productions

## About Us

LA Productions is a media production and technology company founded in 2011 by **Lex van Leeuwen** (the **L** in the name) and **Martin Aas** (the **A** in the name). LA Productions is specialized in producing voice-overs and films, and offers premium voice-overs known from current TV programs from their broad network of TV contacts in the Netherlands to its customers. Some of LA Productions' best known partners and clients are:



### About Lex van Leeuwen:

Lex van Leeuwen is a Dutch Creative Director, and has a varied background in voice-overs, TV hosting, acting and sales management.

After 7 years of corporate sales, Lex started working in the media industry in **2000** as an Account Manager for [Veronica TV](#) (Fox8), [Sky Radio Group](#) and [Classic FM](#).

In **2003** Lex was “discovered” as a voice-over by Radio Legend Arend Langenberg. Soon Lex became known for his warm and deep sound and he has worked for a wide range of customers across media platforms such as **TV, Radio Stations** and **Online media** ever since.

In **2006** Lex was invited to volunteer as a **TV host** and **Presenter** at [Emma TV](#), a TV show made specially for and with hospitalized children, some terminal ill.

In **2007** Lex started hosting and presenting **LiveShop**, a two hour **live TV show** on [RTL4](#), Dutch national TV, while also being the station-voice for **LiveShop** and [OUTTV](#).

In **2011** Lex founded [LA Productions](#) together with Martin.

### About Martin Aas:

Martin is an Norwegian technology Entrepreneur and Project Manager within IT and Media.

Martin's working experience within the media industry started in **2004** at [Tribune TMS](#), where he worked with research, analysis, processing and distribution of TV data for more than 1000 European TV channels.

Tribune is one of the top media companies in the USA operating business in broadcasting and publishing. Tribune reaches more than 80 percent of US households and is the only media organization with television stations, newspapers ([Herald Tribune](#), [The New York Times](#) and [LA Times](#)) and websites in the nation's top three markets. Recently Tribune invested in [Mashable](#) a British-American news website, technology and social media blog.

Martin has started several companies. His first experience was in the **early 90's** at the age of 22 when he got involved with the start-up of [Device AS](#), a hardware manufacturer based in his hometown in Norway. In **1993** the company was [awarded](#) a prize for best start-up in the region.



### LA Productions

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