

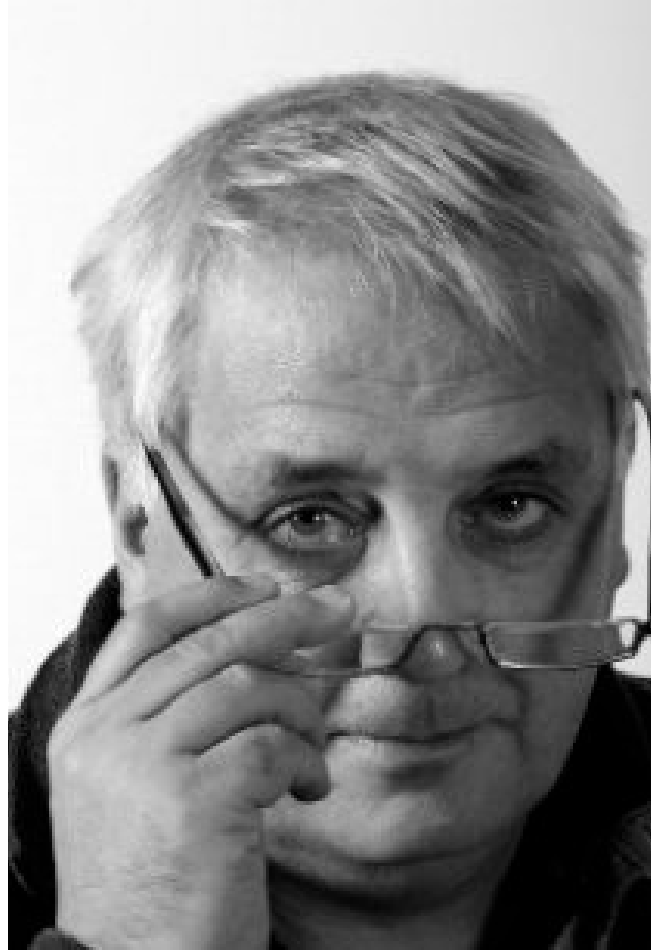
LARS MODIE

Lars Modie boasts an illustrious career spanning over four decades within the dynamic realm of the media industry. With a rich history of leadership and strategic acumen, Lars' journey has been marked by significant milestones and achievements.

For more than 20 years, Lars owned and steered IBL Bildbyrå, a prominent Swedish image agency. Under his astute guidance, IBL flourished into a distinguished entity, recognised not only for its extensive in-house collections but also as a trusted representative for international agencies, Swedish photographers, and collaborative initiatives like Historik Bildbyrå—a pioneering project in collaboration with several prestigious Swedish museums and major daily newspapers (AB, GP, and SDS).

In 2017, Lars orchestrated the seamless transition of IBL Bildbyrå to TT Newsagency when it acquired the esteemed agency. Subsequently, he assumed the role of Key Account Manager at TT Newsagency, bringing his wealth of experience to the forefront in ensuring the continued success of the organisation.

Over the course of five years, until his retirement in September 2022, Lars played a pivotal role in shaping strategic partnerships and fostering key client relationships.



Lars Modie's dedication to the advancement of the industry extends beyond his operational roles. He served on the board of BLF, the Swedish National Association, for numerous years, demonstrating his commitment to the industry's growth and development. His leadership qualities were further exemplified when he took on the role of President for a substantial period, contributing to the strategic vision and governance of the association.

Adding to his impressive portfolio, Lars has been an esteemed member of the CEPIC Committee since 2014, a testament to his commitment to international collaboration and industry-wide advancements.