



Media Contact:

Divinity Pictures Marketing & Communications
marketingandcommunications@divinitypictures.net

Divinity Pictures Announces Executive Producers of “The Lost Identity” at Private Ceremony Sponsored by Visit Tampa Bay

TAMPA, FLA. (July 17, 2025) - Divinity Pictures announced the executive producers of the production company's upcoming film, "The Lost Identity," during a private ceremony on July 12 at All Art Studio Tampa (4725 N. Hesperides St., Tampa, FL 33614).

Named executive producers of "The Lost Identity" during the ceremony were Tampa Bay area locals:

- **Krystal Lambert**, vice president of Marketing & Communications for Divinity Pictures; owner of Lambert Creativeworks; and
- **Joseph Garton**, enterprise account executive for Total Quality Logistics.

Lambert and Garton will serve as executive producers of the Divinity Pictures film, which will be a multicultural crime-thriller. Lambert previously served in various leadership roles with other organizations, including nearly a decade of progressive roles with The Walt Disney Company. Garton brings extensive experience in logistics, real estate investment and the Tampa Bay area, having been a local for years.

“After having worked in Hollywood and Asia for years, it is gratifying to not only establish Divinity Pictures in the part of Florida I call ‘home,’ but also to find executive talent from here as well,” said Abrraham Rockferry, founder and CEO of Divinity Pictures. “I look forward to seeing how these individuals will aid our project and efforts to grow film in Tampa Bay and across the state.”

"The Lost Identity" is created by Rockferry, who is a former executive of FilmEngine Entertainment – producers of blockbuster hits, including "The Butterfly Effect" (2004), "Snow White and the Huntsman" (2012), "Lucky Number Slevin" (2006), "Raise Your Voice" (2004), and other major films.

Sponsored by Visit Tampa Bay, All Art Studio Tampa and Olive Garden of Lakeside Village in Lakeland, the event also featured speakers from various organizations, including:

- **Abrraham Rockferry**, founder and CEO of Divinity Pictures;
- **Rev. Xavy Castro**, director of vocations for the Roman Catholic Diocese of St. Petersburg;
- **Maritza Astorquiza**, owner of All Art Studio Tampa;
- **Tyler Martinolich**, commissioner of Film Tampa Bay; and
- **Carali McLean**, executive director for the National Alliance on Mental Illness (NAMI) Florida.

The ceremony was well-attended by VIPs, including elected officials, media and others. The evening's program centered around key themes relevant to "The Lost Identity," including how cities can benefit economically from film and how Divinity Pictures is working with Film Tampa Bay to bring more film opportunities to Tampa and the state. The program also focused on the importance of mental health – a core theme of "The Lost Identity," and how to help those in need. Rockferry also gave guests an exclusive look at the teaser trailer for the film.



Media Contact:

Divinity Pictures Marketing & Communications
marketingandcommunications@divinitypictures.net

###

About Divinity Pictures: Divinity Pictures is a full-service film production company that concentrates on creating Hollywood content through its in-house library of properties. For more information, visit www.divinity-pictures.com.

PHOTO:



Caption: Film Tampa Bay Commissioner Tyler Martinolich, Divinity Pictures Founder and CEO Abbraham Rockferry, "The Lost Identity" Executive Producer Joseph (Joe) Garton, "The Lost Identity" Executive Producer Krystal Lambert at a private ceremony in All Art Studio Tampa