

SUMMARY | Accomplished producer with extensive experience delivering productions on budgets up to \$7M. Proven ability to quickly assess complex production needs and develop effective project roadmaps for solving those needs, balancing business and creative goals with available resources. Highly effective leading teams through unpredictable, demanding environments.

PROFESSIONAL EXPERIENCE

FLATPLANET FILMS — New York City

2006 - present

Digital media firm providing production, post-production, marketing and distribution services.

Producer | Director of Production

Co-Founded company — driving the development, production and delivery of motion pictures and short-form digital productions. Delivered major enhancements across creative development, production planning and workflow, cost estimating, scheduling, risk management and distribution with industry leading quality and safety. 100% of project delivered on budget.

- Created and managed operational budgets up to \$7M, leading staff, vendors and production teams from 3 to 100+ business, technical and creative professionals.
- Rolled out production strategies for recruiting and developing local talent, resulting in savings of \$800K.
- Managed all production and post-production services saving \$1.6M across projects and recovering \$1.1M in tax incentives.
- Developed and deployed digital distribution strategies opening direct channels to more than 650,000 end users in 25 international markets — including developing web sites, ecommerce back ends, affiliate and social media marketing.
- Designed and implemented project plans and launch strategies delivering media, press and event productions for global, consumer facing companies, sourcing vendors, developing SOWs and 6-figure budgets, and managing all operations.
- Slashed line costs by 50%. Partnered with ARRI Cinema Cameras to develop and implement innovative workflow process.
- Negotiated all union, talent and location contracts, rate structures, and volume discounts for all external vendors / contractors, ensuring compliance with all collective bargaining agreements including DGA, SAG, WGA, IATSE, TEAMSTERS.

MCKINSEY AND COMPANY — New York City

August 2012 - March 2013

Global management consulting firm.

Project Manager — Contractor

Led the planning and execution of complex eLearning software projects designed to improve client engagements and drive bottom-line growth within the firm. Delivered projects on budget and within specifications.

- Launched previously stalled project, facilitating engagements with sponsors and stakeholders to pinpoint requirements and define clear, actionable business objectives.
- Built rapport and collaboration among culturally diverse global, virtual team members, creating a shared framework at kickoff for communications, expectations and responsibilities.
- Worked closely with Practice Leadership developing project plans conveying vision to team and value to end users.

PARADOX SMOKE (FCM) PRODUCTIONS — New York City

2002 - 2006

Independent motion picture production company.

Producer | Director of Production

Spearheaded the development and production of original, independent motion pictures within aggressive delivery timeframes and budget constraints. Researched marketplace and competition, preparing competitive positioning, marketing, and distribution strategies launching original media properties into the marketplace.

- Produced award-winning motion picture *Screen Door Jesus* — one of the first feature-length motion pictures in history shot in HD. Managed all day-to-day operations, delivering \$3M production under budget.
- Generated more than \$1M in revenues negotiating national distribution agreements and overseeing the theatrical roll out of media properties in the top 15 U.S. markets.
- Conceived and implemented first-of-its-kind hybrid outreach strategy. Researched market trends, audience lifestyle and environmental influences incorporating results into program strategy and delivering targeted solutions to end-users.
- Pioneered use of digital production technologies reducing production schedules and improving project efficiencies by 15%.

A&E TELEVISION NETWORKS — New York City

2001, 2002

American cable network and media company.

Production Manager

Managed live, nationally broadcast television specials partnering with network executives and producers to develop production objectives, formats and budgets — received special commendation by Executive Producer and Senior V.P. of Production.

- Led 60-person cross-functional teams across 6 internal departments and 11 external vendors, hiring new resources, developing complete production plans, budgets and shooting schedules — delivered on-budget and within critical 2-hour windows.
- Instituted production and risk mitigation best practices slashing project costs 11% and schedule times by 15%.
- Negotiated all union, talent and location contracts, rate structures, and volume discounts for all external vendors / contractors.

GOLDMAN SACHS / MICROSOFT / SAP — New York City

1998 - 2001

Independent contractor providing production services to corporations and independent filmmakers.

Producer | Production Manager | Location Manager | Editor

Led delivery of dozens of multi-location, feature-length and short-form media and event projects. Actively managed production requirements, designs, budgets, scope and editorial while driving on-time delivery within budget.

- Managed the *Microsoft Encarta Bee* national, multi-media product launch slashing the budget to \$600K from \$800K by clarifying objectives with sponsors, sourcing alternative vendors and designing an efficient production plan.
- Produced award-winning motion pictures *Washington Heights* and *From a High Place* — delivered on-budget.

PRODIGY SERVICES COMPANY — New York City

1990 - 1995

Pioneering online services company founded by IBM, Sears and CBS.

Project Manager | Marketing Manager

Directed 40+ full life-cycle, interactive projects (managing up to 14 concurrent projects for key clients — including Fortune 500 companies). Managed budgets, schedules. Twice awarded for Outstanding Achievement in Client Development.

- Led the development and national launch of first online banking and brokerage services in history. Established clear guidelines for 18-person team, delivering highly complex \$3M software / technology projects on-budget and within specifications.
- Exceeded adoption / revenue goals in 16 consecutive quarters — igniting \$2M in average yearly revenues and building applications adding 90,000+ new members — YOY increases of 103% (1991), 167% (1992), 142% (1993), 137% (1994).
- Conceived, wrote and developed interactive game increasing banking and brokerage application adoption rates by 200%.
- Streamlined quality control procedures slashing annual costs by ~\$300K and reducing quality errors by almost 90%.

PRO-BONO AND PHILANTHROPIC ENDEAVORS

- Produced, wrote, edited media projects raising \$1M+ for non-profits including MDA, ALS, Children's Miracle Network, others.
- Partnered with civic leaders, local businesses and elected officials leading initiatives to drastically improve safety and living conditions for 300 residents in local homeless shelter (ongoing progress chronicled at: www.west45ba.org).
- Conceived *Design Your Park Day*, gathering community requirements on \$1.8M grant to redesign local park — launched outreach strategy, negotiated participation of press, businesses & elected officials, created final report submitted to Parks Dept.
- Invited to speak at 2013 Coalition of Block and Community Leaders Symposium RE: Media Best Practices for Non-Profits.

KNOWLEDGE AND SKILL AREAS

- | | | |
|---------------------------------------|------------------------------------|----------------------------------|
| - New Project / Concept Development | - Budget Allocation and Control | - Scheduling and Logistics |
| - Storytelling and Editorial | - Contracts and Negotiations | - Post-Production and Delivery |
| - Scripting, Lighting and Shooting | - Talent and Team Management | - Digital and DSLR Workflows |
| - Marketing and Distribution Strategy | - Clear Communications / Reporting | - Quality Management and Control |

EDUCATION AND TRAINING

MFA Program — Columbia University / 1994 - 1998

BS in Psychology — University of Florida

Skilled with all major Mac / Windows software including:

MS Office Suite, Adobe Creative Suite - Photoshop / Illustrator / InDesign, Final Cut Pro / Motion, AVID DS / Media Composer, MM (EP) Scheduling / Budgeting

Hardware and Technical Acumen:

Mac / PC, HD / HDV / DSLR, Sony CineAlta, ARRI D20 / D21 / Alexa, RED, Canon C300 / 5D, Flame, DaVinci, Quantel iQ