

Proven and award winning leader in content production with an unparalleled skill set developed over 20+ years partnering with respected members of the industry. Extensive experience with global productions, live action, visual effects and animation, long and short form content. Proficient at monitoring current production trends. Recognized as a mentor and valued within the industry for professional and effective decision-making expertise while remaining grounded and accessible.

Expertise, Skills and Responsibilities

- Produce long term campaigns for clients including Procter and Gamble, General Motors, General Mills, Toyota, Hasbro, Walmart, TracFone and Nationwide.
- Take ownership of the production from concept to finished product, including logistics and the challenges of the various forms of content and platforms.
- Source appropriate production partners in the form of directors, production companies, editorial and animation houses.
- Build productive relationships with agency teams, production partners and clients.
- Determine budget parameters, inclusive of logistics and scheduling.
- Negotiate budgets to fit varying levels of creative, production and deliverables requirements.
- Navigate the contractual, payment, insurance, background checks, and talent negotiation processes to vet and utilize new production partners.
- Assign work within the division, including writers, art directors and production teams.
- New Business presentations for pitches and all associated production related matters.
- Starting from inception, created a fully functioning, collaborative and effective production department with a consistent staff while producing continuously for a wide-range of brands.
- Created production guidelines in collaboration with internal departments including Advertising Sales, Marketing, Nickelodeon Talent, Consumer Producers, Business and Legal Affairs on all production related matters.
- Produced inaugural sponsored long form events on Facebook and Instagram Live for Nickelodeon Creative Advertising.
- Select and submit content for awards shows and quarterly updates.
- Created an effective Advertising Production Process Curriculum at The School of Visual Arts.

Professional Experience

- McCann Detroit/Executive Integrated Producer April, 2021- present
Overseeing Content Production Department.
Clients: General Motors and Shoe Carnival. July, 2019 - March, 2021
- Wunderman Thompson/Executive Producer
Clients: Samsung, Walmart, Nestle, Stouffer's, T. Rowe Price,
OneMain Financial, Sharpie, Elmer's and Krazy Glue. September, 2018 - July 2019
- Freelance Executive Producer May 2014 - September 2018
- Nickelodeon Creative Advertising
Vice President/Head of Production

- Nickelodeon Creative Advertising
Head of Production/Executive Producer September 2009 – May 2014
- Saatchi and Saatchi, Producer/Senior Producer July 1996 – September 2009

Presentations

- Moderator and Panelist, Insight Exchange Network 2018, 2019
- Founded the Nickelodeon Creative Advertising Spotlight Screening
with guest speakers highlighting work from 20 production partners 2018
- Featured Guest, NJ Ad Club Professional Spotlight Series 2018
- Panelist, Montreal Effects Conference 2016
- Speaker, Grady College, University of Georgia 2014
- Panelist, Shoot Magazine Annual New Directors Showcase 2013

Industry Awards

- Telly Awards Gold and Silver Winner 2016, 2017, 2018
- Clio Short List 2017
- Best in Show, New Jersey Advertising Club Awards 2017
- PromaxBDA 2015
- General Mills Brand Champions Award 2009

Professional Development

- Ciclope Festival, Berlin, Germany October 2017
- AdAge Small Agency Conference, Nashville, TN July 2017
- Viacom Leadership Studio March 2017
- Cannes Lions Festival, Cannes, France June 2014

Affiliations/Memberships

- Judge, The Telly Awards 2018 - present
- Board member, New Jersey Ad Club 2017 – 2018
- Judge, The One Club, The Young Ones ADC Category 2016 – 2017

Teaching Experience

- School of Visual Arts, BFA Program, Adjunct Professor September 2015 - present
- School of Visual Arts, School of Continuing Education September 2014 - present
- Hudson County Community College, Adjunct Professor September - December 2019

Education

M.S. Education, St. John's University, New York, 1996

B.A. Communications, Hunter College, New York, 1991

Interests

- Producer and Host, Feezable Tracks for Community Radio in Maine
- WHPW Harpswell, WBFY Belfast and WRFR, Rockland and Camden.
- Avid cricket and pickleball player