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**SUMMARY**

An accomplished digital production executive, senior producer and web and mobile startup entrepreneur with 16 years experience creating work across multiple platforms including mobile apps, web, videogames, tablet, television, and research for worldwide brands including Pampers, Coca-Cola, VH1, MTV, Old Navy, IBM, Yahoo!, Sony and GM.

- A proven **producer** and **project manager** including development of interactive advertising, mobile apps, television, websites and videogames.
- Successful **entrepreneur** who founded mobile and online startup: closed first round funding from Disney, oversaw product development and rollout of flagship product throughout Europe.
- A highly effective **market researcher** focusing on next generation technology for top brands like General Motors.
- A **relationship and business developer** creating organizations and events from San Francisco Mayor Gavin Newsom to the Cannes Film Festival.
- **Leading edge adapter** of technology, creating one of the first ever websites to show videos online in 1994. Chosen by Wired Magazine as "one of 25 people reinventing entertainment."

**EXPERIENCE**

**Executive Producer/ Senior Project Manager**

**Strawberry Frog** *New York, NY*

*September 2010-present*

Led teams developing a suite of iOS apps and a web portal for Pampers, the agency's largest account. First app, Hello Baby, passed 750k downloads in the past year.

Other work has included an online and print campaign for Emaar's "Downtown Dubai"; online, social, video and print campaigns for MDVIP/Procter & Gamble "Long Live Health"; digital and print campaigns for Blackberry "Super Apps", Sabra "Brand Ambassador Program" Facebook campaign and creative work for Emirates "Hello Tomorrow" (1.3+ million views on YouTube).

**Digital Production Consultant**

*May 2010-September 2010*

**CO-OP Branding** *New York, NY*

Led team through Documentation, IA and initial Design Phases for 1000+ page Canyons.com website for Talisker.

**Associate Director of Project Management**

**Draftfcb Healthcare** *New York, NY*

*December 2009-March 2010*

Led team overseeing Pfizer brands, the interactive division's largest account, and totaling \$14m in annual billings.

- Led team of 4 PM's and 2 APM's
- Created for mobile, tablet, web and CRM work.

**Vice President of Production**

**Millions of Us** *Sausalito, CA*

*2007 to 2008*

Led production, engineering and creative departments (38 reports total) for Omnicom backed interactive agency specializing in new ideas in advertising - social media, online communities and videogames. Millions of Us clients included fully one-third of Forbes' Top 50 Brands including Sony Playstation, Microsoft, Coca Cola, Fox, WWE, DreamWorks, Toyota, National Geographic, Cisco and more.

- Executive Produced online and viral campaign for FOX's Terminator: Sarah Connors Chronicles, which was nominated for a Webby. One of the campaign's viral videos received 1.2 million views.
- Oversaw development of Sony Playstation's HOME virtual world including projects for Nike and Activision (Guitar Hero)
- Introduced key processes and practices. Increased revenue per headcount and revenue recognized.
- Executive Produced a viral FaceBook application for SceneCaster.
- Executive Produced a virtual environment for National Geographic in Google's Lively virtual world.
- Managed international and local third party developers.

**Executive Director, Conferences**

**Mayor's Digital Media Advisory Council** *San Francisco, California*

*2005 to 2007*

Chosen by Mayor Gavin Newsom to help organize his council promoting interactive media industries across Bay Area.

- Created council business plan, worked on proposal to create a digital media "hub" at China Basin.
- Worked on Digital Sister Cities Initiative. Represented City of San Francisco on delegations to Toronto and Dublin.

## **Producer "VH1 First Person"**

**MTV Networks** *Los Angeles, California*

2003 to 2004

Created and produced series of groundbreaking After Effects based animated television pilots for VH1.

- Led team of animators and artists. Produced complex live action shoots. Delivered project on-time and on budget.
- Coordinated with executives at MTV in New York.

## **CEO/Chairman**

**DFILM Interactive.** *Los Angeles, California and Amsterdam, The Netherlands*

1999-2003

Led and bootstrapped this Disney-backed interactive agency/software developer which created online applications for web and mobile interactive campaigns. Also created a standalone mobile messaging application for the youth market.

- Created applications and campaigns for Hyundai/Maritz Interactive, IBM/Ogilvy & Mather, Calvin Klein/Unilever, Snapple, Yahoo!, MTV and others.
- Established and oversaw relationships with VC community. Secured first investment round from Disney.
- Oversaw launch of flagship product on European IMODE mobile network overseeing teams in both Los Angeles and Amsterdam. Consistently ranked in top ten trafficked IMODE mobile applications in The Netherlands.
- Led Board of Directors, built executive and management teams from scratch.

## **Freelance Digital Producer**

**OK Obrigado Consulting** *Los Angeles, California*

Founded this niche boutique consulting and production agency to well-known Fortune 500 and startup companies.

*Selected engagements:*

### **Old Navy (Deutsch Ad Campaign)**

- Led team of 12 artists and engineers in developing web site for Old Navy Fall 04 Back-To-School for Deutsch.
- Packaged, pitched and sold concept and managed ongoing relationship with both Old Navy and Deutsch.

### **Sony – Kinoma (Mobile Devices)**

- Produced television commercial for Sony Walkman mobile video device.

### **General Motors (Goodby, Silverstein & Partners)**

- Hired by Goodby, Silverstein & Partners to create a 30 minute film for General Motors.
- Pioneering marketing study used the power of film to let consumers speak directly to client in their own words, from their own kitchens and living rooms.

### **Major athletic shoe manufacturer**

- Created marketing study on how surfers are using new kinds of technology to track waves on remote beaches in Baja California. NDA prohibits name mention.

### **Mobile Voter**

- Co-founded non-profit startup that lets users register to vote in state and local elections from their mobile phones.
- 3-month campaign resulted in 70,000 registration requests.
- Wrote business plan and marketing strategy and helped Mobile Voter later close grants from Pew Charitable Trusts, the George Washington Graduate School of Political Management, Young Voter Strategies, and Working Assets.

### **Microsoft**

- Traveled to Cuba for Microsoft Encarta encyclopedia) to photo-document Afro Cuban religions.

## **Founder and Director**

**Low Res Film Festival/DFILM Digital Film Festival** *San Francisco, California*

1994-1999

Founded two pioneering festivals showcasing work by up and coming digital filmmakers.

- Created one of the first websites to show videos on the web.
- First festival to show films by Spike Jonze and Sofia Coppola.
- Produced two 30 city sold-out international tours. Media coverage in CNN, NBC, Newsweek, Le Monde, Wall Street Journal, USA Today and the NY Times.
- Invited by the Cannes Film Festival to organize its first-ever all digital film showcase in 1999 – one of the first digitally projected screenings.

## **Producer/Project Manager**

**Rocket Science Games** (closed doors 1996), *San Francisco/Boston*

1995-1996

Recruited to turn-around production of "The Space Bar" for SegaSoft, a collaboration between legendary game designer Steve Meretzsky ("Zork" series, "Hitchhiker's Guide to the Galaxy") and Hollywood art director Ron Cobb ("Star Wars", "Alien", "Aliens").

- Oversaw teams in San Francisco and Boston - resolved internal conflicts, developed rapport and rebuilt collaboration and unity.
- Ensured delivery of final product under budget and on schedule.

**Associate Producer/Project Manager**

**Digital Pictures** (closed doors 1995), *San Francisco, California* 1994-1995  
AP'd "Quarterback Attack with Mike Ditka" videogame. One of last 7 employees remaining when company shut down.  
• Oversaw production from initial concept and design through production and testing.  
• Ensured that all four platforms (Sega, 3DO, PC and Mac) were completed on time and under budget.

**Special Assistant to Vice President, Legal**

**Paramount Pictures Corporation** *New York, New York* 1992-1994  
Hired as member of four-person team reporting to VP Legal that executed international film financing deals.

**Assistant to Network Vice President, ABC News/ABC Multimedia**

**ABC News**, *New York, New York* 1990-1992  
Assisted VP in day-to-day operation of Network including News and Multimedia Departments.

**EDUCATION**

**CONNECT Entrepreneurial Program**  
**University of California, San Diego**

**Bachelor of Arts**  
**San Diego State University**, California

**AWARDS & RECOGNITIONS**

Telecommunications and Film department "Excellence In Broadcasting" award  
General Manager, KCR Radio – Chosen as one of the top 4 college radios stations in US by MTV during my tenure