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## AWARD-WINNING HEAD OF PRODUCTION & AGENCY LEADER DRIVING CREATIVE EXCELLENCE AND GROWTH

Creative production executive with 20+ years of experience across feature films, advertising, and digital integrated campaigns. Proven success in building and leading production teams, cross-functional teams, and delivering high-impact, award-winning creative across broadcast, social, digital, and experiential platforms. Widely known for elevating production quality and craft, maximizing budgets, mentoring high-performing talent, and providing innovative production and business solutions that fuel revenue growth for agencies, clients, and brands.

Production expert, bridging creative vision and operational execution—driving efficiency, scalability, and exceptional output across content ecosystems. A trusted production leader with deep industry relationships and a strong track record of fostering collaboration between creatives, clients, and C-suite stakeholders.

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## SKILLS & CORE COMPETENCIES

- Integrated Production Solutions (Broadcast, Digital, Social, Experiential)
- In-House Studio Production & Operations
- Cross-Functional Team Leadership & Mentorship
- Production Strategy, Budget Oversight & Creative Excellence
- Extensive Hands-On Production Experience in U.S. and International Markets
- Emerging Technology Integration & New Media
- Business Development & Revenue Growth
- Multicultural & Inclusive Campaign Execution
- Client Engagement & C-Level Collaboration
- Workflow Optimization & Agile Content Systems

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## PROFESSIONAL EXPERIENCE

### CRONIN - Glastonbury, CT

#### *SVP | Director of Integrated Production (2021-2025)*

- Oversaw all production efforts for agency-of-record and project-based clients, producing high-volume, high-impact work across traditional and emerging platforms.
- Built and scaled Bonfire Productions, Cronin's in-house content studio.
- Led a multidisciplinary team of producers, directors, editors, photographers, animators, studio artists, and business affairs, delivering content across broadcast, social, digital, and experiential platforms.
- Managed production budgets ranging from low-cost digital assets to premium national TV campaigns; ensured executional excellence regardless of scale or platform.
- Implemented streamlined, agile workflows across agency production, in-house studio, and post production, improving delivery speed and creative output.
- Served on Cronin's Executive Leadership Team, leading staffing plans, SOW development, and forecasting.
- Oversaw agency-wide education in emerging technologies and innovation, including AI and experiential.
- Frequently invited to judge industry awards, film festivals, and lead production workshops.
- Led production for national and global Fortune 500 clients across industries including CPG, healthcare, retail, and technology—delivering high-impact, results driven campaigns.
- Mentored and developed junior producers and creatives across production disciplines.
- Played a critical role in new business development, fostering partnerships and expanding the agency's client base.

### *VP | Director of Integrated Production (2017-2021)*

- Led production strategy and execution for national campaigns across General and Hispanic markets.
- Established integrated workflows for TV, digital, and social content tailored to diverse audiences.
- Produced hundreds of assets annually, including branded short films, national broadcast TV, social media, print, and experiential activations.

### *Director of Integrated Production (1997-2017)*

- Built and managed relationships with A-list directors, editors, and production partners.
- Produced award-winning PSA campaigns maximizing impact with limited budgets.
- Discovered and nurtured emerging production talent, aligning their unique skills with cost-saving solutions for client and creative teams.
- Collaborated with renowned directors including Wally Pfister, Bennett Miller, Sam Jones, Brian Billow, and Martin Bell.

## **MIRAMAX FILMS, NY**

### *Producer (Jan 1996- Dec 1996)*

- Established a development and production office for writer/director Milcho Manchevski, managing operations and creative development with talent agencies (ICM, CAA, William Morris).
- Coordinated casting, budgeting, research, and pre-production with studio executives and producers.

## **WARNER BROTHERS/PACE PRODUCTIONS, NY**

### *Associate Producer (1992-1995)*

- Associate to Director Arne Glimcher on 'Just Cause', liaising between studio, production teams, and cast including Sean Connery, Laurence Fishburne, and Ed Harris.
- Assisted post-production and editorial team on 'The Mambo Kings'.
- Managed logistics for reshoots, equipment rentals, and studio coordination.

## **NICKELODEON/NICK at NITE, NY**

### *Production Assistant (May 1991- Dec 1991)*

- Assisted creative team in producing on-air promotional shoots, collaborating with marketing and production departments.

## **AWARDS & RECOGNITIONS**

- Cannes Lions, AICP, Effie, Hatch, Mobius, NY Film Festival, Ad Age, Adweek, Shoot, Boston Globe, NY Times, Ariano International Film Festival
- Quinnipiac Men's Basketball Hall of Fame Inductee

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## **EDUCATION**

Quinnipiac University – Hamden, CT  
Bachelor of Arts, Communications (Film Major, History Minor)

## **LANGUAGES**

**English:** Native, **Spanish:** Fluent,  
**Italian:** Conversational