

L. NICK FELDER

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Award-winning Production Executive with 20+ years of experience. Former entrepreneur with strong marketing and business background. Broad experience working with international agencies on multinational brands. Proven ability to drive operational innovation in complex, matrixed organizations on a global scale.

EXPERIENCE:

Cognizant Technology Solutions

Director, Digital Experience - Integrated Content Operations '21 – Present

Driving a broad range of client solutions delivering global production operations at scale, including creative marketing operations, global content ecosystem integrations, modular creative content practices, and more.

The Coca-Cola Company

Global Group Director, Head of Integrated Creative Production, '06 – '18

- **PRODUCTION LEADERSHIP**

- Led the content creation pipeline for all global brand campaigns and individual content, across 207 markets.
- Worked with agencies and content creators from around the world, in both traditional and digital media.
- Directed timelines, budgets, deliverables, and workflow across multiple projects/geographies.
- Supervised business affairs; talent usage policies; licensing agreements; celebrity negotiations.

- **CREATIVE DIRECTION**

- Provided creative direction and strategic guidance to agency and IMC teams throughout creative process.
- Wrote briefs, reviewed concepts, and shaped creative work from inception through delivery.
- Collaborated directly with directors, composers, celebrities, and other creative stakeholders.
- Directed cross-agency production collaborations to coordinate shared responsibilities among multiple entities.

- **INNOVATION + CREATIVE TECH**

- Virtual ADR technology to aid visual delivery of translated dialogue (an early version of deep-fake technology).
- Developed global sonic branding system that lasted over a decade and returned millions in revenue.
- Drove development of early interactive AR animation and spatial computing for marketing activations.
- Concepted and developed multi-country VR viewer promotion made from 12-pack cut-outs w/ comp lenses.

- **DIVERSE PROJECT DIRECTION**

Directed development of large budget, integrated campaigns (World Cup, Olympics) and small-budget, individual projects, from unscripted documentary to animation; functional e-comm content to experiential events; from original music to celebrity licensing and collaboration, and everything in between.

- **CREATIVE TALENT ON-BOARDING TOOLS**

Created platform allowing dynamic access to robust brand intel for rapid on-boarding of new creative talent.

- **ENTERPRISE DAM - DIGITAL ASSET MANAGEMENT**

Led creation and implementation of first enterprise-wide DAM solution, through four iterations, uniting 200+ countries on a common platform, supporting all media and brands, resulting in annual savings of \$40-50mm.

- **GLOBAL RIGHTS MANAGEMENT**

Established one-of-a-kind external service capable of extending rights or securing new rights for any asset, in any media, in any geography, making the DAM functionally transactional, saving \$10-20mm annually.

- **MODULAR PRODUCTION PRACTICES**

Introduced modular production practices to improve downstream dynamic assembly, localization, and re-use.

- **PRODUCTION GUIDELINES, STANDARDS + PRACTICES**

Created the first fully media-agnostic production standards and guidelines, governing the creation of all materials and IP made by any of the 1,200 agencies retained globally.

- **MENTORSHIP + GUIDANCE**

Created workshops, tutorials, and learning programs on the fundamentals of production craft + storytelling.

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Felder Media Ventures

Owner, '04 – '21

- **PRODUCTION CONSULTING / STRATEGIC CREATIVE OPERATIONS:** Various capacities for brands and agencies including Creative/Marketing Ops, Production Mgmt, Bus Dev, and more, for companies ICP, Civic Entertainment, Pereira-O'Dell, Spur Group, &KindCollective, and others.
- **CONTRACT PRODUCER:** Various capacities for agencies including **Mother New York, Taxi NYC, 180 Amsterdam, Kirshenbaum-Bond, BBDO, David & Goliath**, and others.

Lowe Worldwide, New York

EVP, Director of Broadcast Production, '02 – 04

- **DEPARTMENT DEPT HEAD:** Management of Broadcast Production Department, leading a staff of 52, including Producers, Business Managers, Talent Payment and Licensing, Broadcast Clearance, and in-house AV.
- **PRODUCTION PIPELINE MANAGEMENT:** Supervised all active productions. Reported directly to Chairman and CCO. Worked closely with creative teams and producers to develop specs and briefs.
- **STUDIO MANAGEMENT:** Managed studios as profit-center, including editorial staff and capital equipment.
- **RE-ORGANIZATION:** Conducted complete re-organization of existing departmental structure, reducing staff, realigning salary allocations and titles, redistributing responsibilities to allow for greater accountability.

Alt Spec Publishing LLC, New York

President, Founder, '00 – '02

- **BUSINESS DEVELOPMENT:** Founded and ran company that published an ad-based, premium product resource directory in both digital and physical formats for professional designers and architects. Wrote and developed all business plans, 5-year financial projections, and supporting documentation.
- **FUNDING:** Secured funding of \$4.7m, in two separate rounds, over two years. Pitched concept personally and made full presentations to all potential investors. Produced first-year advertising revenue of \$1.2 million, prior to the existence of a tangible product, due largely to the strength of targeted marketing materials and highly competitive sales propositions.
- **PRODUCT DEVELOPMENT:** Created, wrote, and directed the design of all marketing materials including several media kits, display advertising, direct mail, training manuals and promotional items. Responsible for development of the Alt Spec directory, data-base search engine, and website, including concept, editorial content, navigational design, data capture and implementation.

Cliff Freeman & Partners, New York

Senior Broadcast Producer, '95 – '00

- **PRODUCTION EXCELLENCE:** Recognized for consistently delivering production values disproportionate to available resources. Shared joint responsibility with creative teams for creative outcome of every project.
- **CAMPAIGNS:** Award-winning work included Outpost.com, Fox Sports, Budget Rent-a-Car, among others.

TBWA Chiat/Day, New York

Senior Producer, '95

Deutsch, New York

Producer, Studio Manager '94 – '95

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AWARDS:

Creative industry recognition includes more than 100+ awards, including:



Cannes Lions



Clio Statues



D&AD Pencils



One Show Awards



AICP



EPICA Pyramids



EFFIE's



ANDY's



ADDY's



WEBBY

...and two EMMY nominations, among many others.

SPEAKING ENGAGEMENTS:



South by South West



Entertainment Technology Center at USC



Independent Commercial Producers



Henry Stewart DAM Conferences



Association of National Advertisers



Variety MASSIVE Entertainment Marketing



Association of Music Producers



Data Marketing Association

PROFESSIONAL AFFILIATIONS:

ANA Production Management Committee (Association of National Advertisers), 8 years.

EDUCATION:

University of Colorado, Boulder. BA* in Communications (*with notable exception).

KEY WORDS:

Advertising Production, Creative Direction, Video Production, Content, Creation, Film, Video, Music, Digital, Interactive, Omni-Channel, Business Affairs, International, Global, Talent Management, Talent Negotiation, Music Licensing, Celebrity Talent, Rights Management, Talent Rights, Intellectual Property, Budget, Budget Management, P+L, Creative Operations, Marketing Operations, Digital Systems, Marketing, Strategy, Internal Studio, Internal Agency, Integrated Marketing Communications, Digital Asset Management, Media Asset Management, Asset Management Platforms, MarTech, AdTech, Innovation, Transformation, Disruption, Media-Agnostic, Data Driven, Data Standardization, Moving Images, Still Images, Photography, Audio, Live Action, Animation, Social, Experiential, Immersive, Programmatic, Dynamic, Event Production, Team Management, Interpersonal Skills, Presentation Skills, Written Communication, Business Operations, Strategic Thinking, Strategic Vision, Problem Solving, Creative Problem Solving, Multi-tasker, Production Management, Production Operations, Production Technology, Creative Leadership, Production Leadership, Decision-Making, Creative, Multi-camera, Post-Production, Branding, Agile, Collaboration, Cross-Functional, PIM, DAM, MAM, VFX, VR, AR, MR, ERP, CMS, IMC.