

MICHAEL FASMAN

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Portfolio: <http://www.michaelfasman.com>

Creative Media Producer

Extensive leadership experience in creating high impact video and webcasting productions for Fortune 50 companies. Expert in global project management of innovative, business enhancing visual communications. Diverse corporate and non-profit roles managing teams, content, technology and logistics resulting in high impact media solutions.

Professional Experience

Senior Video, Webcast, and Events Producer, Hewlett-Packard

2001 – 2013

- Responsible for producing and directing media for internal and external stakeholders including CEOs, Executive Vice Presidents, customers and communication teams
- Managed all creative aspects and technical logistics for video, interactive media, webcasts, global satellite broadcasts and live events.
- Managed budgets of over \$4 Million in 2012, individual productions up to \$1.5 Million, supervised internal teams and crews of up to 50 personnel, for worldwide projects.
- Annually created over 100 productions including product and program launches, executive briefings, investor relations, customer training and employee communications through webcast, HD video, satellite broadcasts and web design
- Responsible for selecting, negotiating and supervising vendor relationships to defined outcomes.

Director, Corporate Production, ON24.com

1999-2001

- Managed media production and staff for internet startup ON24.com, built department from staff of two to 15.
- Developed business alliances with Yahoo and other partners allowing for distribution of content to wide audience.
- Created multiple customer videos and webcasts throughout US and internationally for financial institutions.

Producer, ZDTV (Ziff Davis), renamed Tech TV

1998-1999

- Wrote and produced for cable television pilot "Twisted Pair" and segments for "Screen Savers" and "Computer Shopper".
- Producer and associate producer on dozens of live broadcasts.
- Managed studio, location and animation production

Other Experience

- **Oracle Corporation:** Produce and direct video productions for CEO Larry Ellison, Senior VPs, product managers, internal communication teams.
- **Groundwork Films:** Production of wide variety of industrials, commercials and events for selected clients including NEXT, Intel, Sybase.
- **Hollywood:** Multiple productions for Universal Studios, Financial News Network and others.

Independent Productions

Writer, producer, director and editor of pro-bono documentaries for non-profits:

- Ghana Water and Sanitation for Relief International
- Pakistan Earthquake Recovery for Relief International
- Afghan Women Development Centers for Relief International
- Primate Sanctuary for Born Free
- A Day In The Life for Marin Association for Retarded Citizens (Lifehouse)
- Last Chance for the Pacific Salmon (one hour)

Awards

"Top 100 Producer", AVVMMP Magazine in 2000, 2002 and 2003

Education & Technical Proficiency

- Master of Science, Natural Resources Interpretation, Humboldt State University
- Bachelor of Arts, TV and Creative Writing, Syracuse University
- Deep technology expertise including Windows, iOS, digital production and post production technologies, video encoding & compression software. Final Cut Pro, MS Office products, Adobe products, web comprehension.