

L. NICK FELDER

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Award-winning Production Executive with 20+ years experience. Proven ability to drive operational innovation in complex organizations on a global scale. Broad experience with international brands and creative partners. Strong marketing and business background.

EXPERIENCE:

IHG – Intercontinental Hotel Group

Global Head of Content + Operations '22 – Present

- **GLOBAL CONTENT OPERATIONS**

Led a complete reconsideration of content creation, collection, management, and syndication practices for the enterprise. Including creation of an integrated global content management ecosystem serving 18 brands across 100+ countries in more than 20 languages.

- **CREATIVE CONTENT MANAGEMENT PRACTICE**

Creation of a centralized capability to oversee all aspects of content production and administration, including: uniform production guidelines, global media standards, approval workflow + rejection criteria, uniform usage rights management, transparent governance, AI-led file enhancement, more, with a real-time distribution strategy.

The Coca-Cola Company

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

- **PRODUCTION LEADERSHIP**

- Led the content creation pipeline for all global brand campaigns and individual content, across 200+ markets.
- Worked with agencies and content creators from around the world, in traditional and digital media.
- Responsible for guiding budgets, timelines, and deliverables, across multiple projects and geographies.
- Directed business affairs; talent usage policies; led high-value licensing agreements + celeb negotiations.
- Continually introduced new technologies, service providers and production techniques when appropriate.

- **CREATIVE GUIDANCE**

- Provided creative and strategic guidance to Creative / IMC teams throughout the production process.
- Collaborated directly with directors, editors, composers, celebrities, and other creative stakeholders.
- Led, mentored, and coached junior associates, in the fundamentals of story-telling and production craft.

- **INTEGRATED CAMPAIGN DIRECTION**

Directed development of many multi-agency, integrated, global campaigns producing outputs across dozens of channels and consumer touch-points, often reaching audiences measured in the billions (ex: World Cup, Olympics)

- **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.

- **PRODUCTION GUIDELINE WIKI**

Created platform allowing dynamic access to guidelines and brand intel for rapid on-boarding of remote creative partners and contractors, greatly increasing the efficacy of distributed creative development efforts.

- **MODULAR PRODUCTION PRACTICES**

Led creation of modular production and storage practices; significantly increased rates of re-purposing and re-use of content among brands and improved localization across disciplines, territories, and media.

- **NEW CONTENT CREATION MODELS**

Established new models of content creation, accelerating partnership with non-traditional suppliers, for faster in-market deployment and reduced liability.

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Felder Media Ventures, NY

Owner, '04 – '06; '19 – '21

- **PRODUCTION CONSULTING / CREATIVE PRODUCTION / STRATEGIC CREATIVE OPERATIONS:**

Various capacities for brands and agencies including Creative Operations, Marketing Transformation, Production Management, Business Development, and more, for companies including ICP, Civic Entertainment, Pereira-O'Dell, Spur Group, Kind Collective, Mother New York, Taxi NYC, 180 Amsterdam, BBDO, David & Goliath, Kirshenbaum-Bond, and others.

Lowe Worldwide, NY

EVP, Director of Broadcast Production, '02 – 04

- **DEPARTMENT HEAD:**

Management of entire Broadcast Production Department, leading a staff of 52, including Producers, Business Managers, Traffic, Talent Payment, Licensing, and in-house AV. Conducted complete re-organization of existing dept structure, reducing staff, realigning salaries, titles, and responsibilities.

- **PRODUCTION PIPELINE MANAGEMENT:**

Supervised all active productions. Reported directly to Chairman and Chief Creative Officer. Worked closely with creative teams and producers to develop specs, briefs, presentations, prod agreements, more.

- **STUDIO MANAGEMENT:**

Managed studios as profit-center, including editorial staff and capital equipment.

Alt Spec LLC, NY

President, Founder, '00 – '02

- **BUSINESS DEVELOPMENT:**

Founded and ran company that published a multi-volume set of premium product sourcebooks for professional designers and architects throughout North America. Alt Spec was launched as the premium business-to-business vehicle in its category, available in print and digital channels, and was widely regarded to have achieved that goal.

- **P&L MANAGEMENT:**

Secured funding of \$4.7 million, in two separate rounds, over two years. Pitched concept personally and made full presentations to all potential investors. Wrote and developed all business plans, 5-year financial projections, and supporting documentation.

- **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, database search engine, and website, including concept, editorial content, navigational design, data capture, and implementation.

Cliff Freeman & Partners, NY

Senior Broadcast Producer, '96 – '00

TBWA Chiat/Day, NY

Senior Producer, '96

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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 for inquiries).

KEY WORDS:

Head of Production, Chief Content Officer, Production Leadership, Story Telling, Marketing Transformation, Production Transformation, Strategic Creative Operations, Marketing Operations, Digital Systems, Internal Studio, Internal Studio Operations, Internal Studio Management, Integrated Marketing Communications, Digital Asset Management, Media Asset Management, Asset Management Platforms, MarTech, AdTech, Media-Agnostic, Data Driven Creative, Production Management, Production Operations, Production Technology, Creative Leadership, 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, IP, Budget Management, P+L Management, Marketing, Innovation, Disruption, Moving Images, Still Images, Photography, Audio, Live Action, Animation, Social, Experiential, Immersive, Programmatic content, Dynamic Delivery, Team Management, Distributed Creative development, Interpersonal Skills, Presentation Skills, Business Operations, Written Communication, Strategic Thinking, Strategic Vision, Problem Solving, Creative Problem Solving, International Brands, International Production, Diplomacy, Post-Production, Creative, Branding, Agile, Collaboration, Cross-Functional, PIM, DAM, MAM, VFX, VR, AR, MR, ERP, ROI, CMS, WCM, IMC,