

CAREER SUMMARY

Executive Producer | Director | Brand & Purpose-Driven Storytelling Leader

- ▶ **A purpose-driven creative leader with 15-plus years experience** building and elevating in-house teams, via a constellation- leadership mindset, who produce world-class visual content that drives results and propels change. Specific expertise within the technology, sports and entertainment, and consumer products sectors.
- ▶ **A passionate and committed champion for innovative brand storytelling** with a proven ability to transform and galvanize creative teams around creating engaging content that fundamentally drives business and simultaneously connects with the customer, consumer, and fan to motivate behavior advancing results and innovation.
- ▶ **An intuitive, collaborative, and accountable director who excels guiding diverse, high performing production crews** on- set, managing all stages of content development with hands-on leadership from inception through execution.

“Ben is an original thinker and a masterful conductor of people and creativity.”

Michael Savitz, Blackbaud Vice President & General Manager

AREAS OF EXPERTISE

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|--------------------------------------|---------------------------|---|
| ✓ Video Direction & Production | ✓ Creative Problem Solver | ✓ Brainstorming / Creative Keywording |
| ✓ Brand Storytelling (Certification) | ✓ Project Management | ✓ Digital Platform Content Production |
| ✓ Creative Writing / Strategy | ✓ Scheduling / Workflow | ✓ Resource / Staffing Allocation & Distribution |
| ✓ Team Leadership | ✓ Contract Negotiation | ✓ Large Budget Management & Actualization |
| ✓ Show / Content Development | ✓ Social Media Marketing | ✓ Pitching and Presentation |

PROFESSIONAL EXPERIENCE

Gloo

2023 - present

Senior Manager, Video Production

Recruited to elevate brand storytelling initiatives and establish a high performing video production team to build out customer advocacy programs driving brand awareness and purchase consideration for multiple software and subscription models.

- **Developed and deployed video content strategy launching new online marketplace** reaching 60,000 customers, on track to reach fiscal goal of 5,000 transactions and \$500,000 in additional revenue by March 31
- **Mentor and manage cross-functional team of five** including strategists, camera operators, motion designers, and editors on day-to-day content and production ensuring multiple projects are executed and delivered on time and within budget
- **In one quarter, overhauled and optimized outdated production process** that increased scale and efficiency resulting in better team communication and project execution
- **Set creative strategy and goals for video and storytelling production** while building reporting and project management processes to actively track progress ensuring efficient and scalable success on marketing initiatives

Pamoza Pictures

2012-2023

Executive Producer / Video Director

Launched and developed *Pamoza Pictures* production company, specializing in the production of documentary-style brand storytelling that inspires and propels change.

- **Successfully executed video and photo campaigns and projects** for Nike, Four Seasons, Brooks Running, Minnesota Vikings / Pepsi, Special Olympics, TedX Portland, and Gopher Sports/GopherHole.com. Supervised all aspects of commercial and photo production from research, bidding, physical production, and post-production
- **Developed and pitched innovative new script and show concepts;** wrote treatments and scripts that were utilized in produced projects, including helming a 9-month documentary project in Malawi, Africa
- **Honed and cultivated international network of world-class partners,** including production companies, editors, post-specialists, animators, audio experts, music composers, and casting agents with a trusted creative core team
- **Supervised all aspects of commercial and photo production** from research, bidding, physical production, and post-production projects, including creation of showbiz file, and production calendar

Intuit (Brand Storytelling & Experiences team)

2021 - 2022

Senior Video Producer

Recruited to join the Brand Storytelling & Experiences team (corporate marketing) to provide necessary leadership. Galvanized a disjointed corporate video department at the global technology company and establish a working framework to enhance existing brand campaigns. Improve brand storytelling capabilities at the corporate level while partnering with sub-brands (*TurboTax, Quickbooks, Mint.*)

- **Managed day-to-day production of multiple, concurrent video campaigns** including timelines, budgets, and creative deliverables with partners requiring collaboration, resourceful problem-solving, and creative ingenuity
- **Presided over broadcast and digital productions with budgets ranging from \$100,000 - \$500,000;** directed and produced on-set video shoots, interviews, and capture. Approved research, bidding, budgeting, and scheduling plans
- **Wrote and implemented new storytelling framework** to ensure high quality, repeatable video projects that produce engaging, compelling and effective results while maintaining brand consistency in video content
- **Engaged a robust and versatile network of vendor partners** including editors, videographers, photographers, and motion designers. Ensured vision is achieved via creative execution across multiple digital platforms (YouTube, Instagram, TikTok) to produced and execute national branded storytelling series which featured global small business owners

Blackbaud

2019 - 2021

Head of Video Production, Senior Global Video Producer

Recruited to elevate Blackbaud's video production and co-lead the in-house creative agency, "Agency 545." Managed a high-level team of producers, editors, copywriters, motion graphic designers, and social media creators. Revamped Blackbaud's external vendor process creating access and opportunities for inclusive partnerships with diverse vendors

- **Spearheaded massive company transition from in person event to design video-driven virtual conference** by working cross functionally across brand, product, creative, communications, and events which propelled attendance 15x
- **Designed the concept and led execution for groundbreaking nonprofit leadership masterclass series** for Blackbaud Education overseeing \$150,000+ production budget. Conducting interviews with internationally recognized leaders, driving revenue via exclusive subscriber-only premium content
- **Advised company leaders on best practices to increase in KPIs** via story-driven video marketing campaigns by gaining alignment on a repeatable, scalable approach, and secured approvals on script, storyboard, style, and key messages

Rogue Ales Brewing

2014 - 2016

Director of Photo and Video Projects

Tapped to build Rogue's first-ever video department with a focus on bringing the iconic Rogue brand story to a broader audience. Led all video and photography production covering more than 100 product SKUs, 11 pubs, two farms, two breweries, a distillery, a cooperage, and numerous events across the country.

- **Launched strategic content plan delivering 60-plus videos in two years**, including a flagship brand film which drove awareness and brand loyalty catapulting Rogue's social presence. Performance exceeded goals: doubled Twitter/Facebook, and tripled Instagram/YouTube followers in one year
- **Onboarded new digital asset management (DAM) system including library of 250,000-plus visual assets** vastly simplifying accessibility to images for use by various internal teams including sales, PR, marketing, and events
- **Masterminded partnership with Wacom to launch "The Makers" brand film series** which amplified brand affinity highlighting Rogue's unique independent story, and grew audience beyond the craft beverage industry

EDUCATION

University of Minnesota School of Journalism and Communications; **Public Relations** Major; **Leadership** Minor

- *Goldy Gopher*, Mascot (1999 ESPN Mascot of the Year)
- Alumnus, The Minnesota Daily Newspaper

Certifications: Brand Film Storytelling Certification, [Brand Storytelling](#) (BSN);

The StorySkills Workshop, STR Certificate, [Seth Godin's Akimbo Workshop](#)

Professional Development:

[Post-Production World conference](#), National Association of Broadcasters (NAB);

[Commercial Directors Film School](#), Jordan Brady / Respect the Process Film Academy