

## JOHN CALLAS

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**Account Executive** with extensive experience in the Entertainment industry - managing large, complex relationships with major US Studios. Demonstrated success enhancing revenue in traditional and digital domains for global production, post production and distribution of television and theatrical content. Strong track record building and maintaining relationships. Special skills in aligning provider, customer resources, and workflow procedures to identify and solve customer issues; generating cross-selling opportunities. Additional expertise in digital distribution, VOD asset management and anti-piracy.

### PROFESSIONAL EXPERIENCE

**ROVI CORPORATION**, Burbank, CA

2009 - 2010

#### **Sales Director, Content Protection Solutions**

Developed a strategy to re-engage disaffected independent content owner customers, including a new sales pitch and a range of compelling new sales materials. Sold anti-piracy and copy protection solutions for DVD, VoD, and Blu-Ray media. Launched CopyBlock; a new copy protection solution specifically for a replicator service offering and made first key sale to market leading customers. Primary sales area - Los Angeles and New York entertainment markets. Identified and developed relationships with disengaged independent studio clients.

**TECHNICOLOR CREATIVE SERVICES**, Burbank, CA

2006 - 2008

#### **Vice President, Studio Relations**

Recruited to provide strategic and tactical account management to Warner Bros., Paramount, DreamWorks, DreamWorks Animation, and CBS accounts. Managed more than \$30M in annual revenue.

- Consistently met or exceeded aggressive sales target and revenue profitability goals.
- Served as key contributor in developing and closing major RFP's that brought approximately \$5 Million in revenue.
- Increased the capacity to handle additional mastering business by identifying and implementing improvements in 2K mastering.
- Identified and served as Executive Sponsor on new business development including:
  - Gaming business
  - Increased library mastering
  - Digital Ad-pub
  - Forensic watermarking for BD
  - Academy screeners for Paramount
  - Digital trailers and anti-piracy
- Identified and cultivated cross selling opportunities. For example, provided Paramount with an end-to-end solution for live action digital production by proposing Technical's proprietary solution using "Creative Bridge."
- Initiated and led workflow process improvements for digital trailers, Blu Ray DVD, and feature film mastering, resulting in additional business.

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**WARNER BROS.**, Burbank, CA2006-2006

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**Director, Worldwide DVD Production – Franchise TV (consulting engagement)**

Served as full-time internal consultant with responsibility for the global DVD production of network and library TV shows. Managed the supply chain staff.

- Managed DLT preparation and delivery for time sensitive replication.
- Identified and implemented improved workflow procedures internally as well as with vendors.

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**ASCENT MEDIA GROUP**, Burbank, CA2003-2005

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**Vice President, Global Account Management - The Walt Disney Company**

Managed account while meeting a \$40M revenue target. Identified and closed new service areas, increasing the account by 20% and participated in contract negotiations. Coordinated Disney services with internal operations to assure high level of on-time, high quality performance including post production for First Run theatrical releases, network TV production, live action and animation restoration, DVD's through DLT deliverables, and digital distribution of assets.

- Developed new technologies tied to workflows, joint venture for anti-piracy initiatives, and continuing a strategic partnership with Disney.
- Identified opportunities for cross selling between Media, Creative, Networks and Digital divisions.
- Sponsored development of new technologies offering Disney workflow improvements and speed to market.
- Facilitated the development of anti-piracy initiatives in partnership with Disney.
- Executive sponsored Screener Project for Buena Vista International Television; which required a solution to ensure immediate delivery of television and feature film content in a streaming server
- Increased customer satisfaction against internal and client metrics.
- Executive sponsor for all major RFPs ranging from encoding, hosting and electronic delivery, syndication digital services to DVD menus to global digital services.
- Implemented the dubbing reference material project (DRMD), a file-based service.
- Reported monthly financials to Disney

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**THE PRODUCTION HOUSE**, Los Angeles, CA1986-2003

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**Executive Producer / Producer**

Created, produced, and directed live-action theatrical trailers (independent of feature film), network series, cable shows, industrial films, training videos and commercials for global markets.

- Emmy-nominated director and producer of all 80 live-action segments of “Bobby’s World,” an animation show with Howie Mandel; #1 rated on Fox 11.
- Produced the new 17-second logo for Tri-Star Pictures with a budget of \$1.7 million.
- Consistently recognized by clients, celebrities and executive management for multi-tasking talents in organization, needs assessment, troubleshooting and overall team leadership.
- Developed excellent working relations with “A-List” talent, including Mel Gibson, Jack Nicholson, Eddie Murphy, Rob Reiner, Chevy Chase, Jennifer Love Hewitt, George Burns and other celebrities.

**NORTH STAR ENTERTAINMENT LLC**, Santa Monica, CA

1983-1986

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**Executive Producer / Producer**

Responsibilities included marketing initiatives, new business development, contract negotiation, product placement and client relations.

- Produced in-house projects, website interface, magazine fulfillment and pricing.
- Wrote/published book, First Time Parents Survival Guide to Avoid Unnecessary and Wild Spending.
- Produced the #1 best-selling CPR review video, "Could You Save Your Baby's Life."
- Produced a commercial for K-Mart with a tie-in to Disney's "102 Dalmatians."
- Shot a 90-minute documentary, "The Cold War Era," on location in Russia.
- Successfully placed product promotions and advertising in such outlets as "Sky Mall," "Good Catalog," "Parenting" and "Baby" magazines.
- Produced cutting-edge music videos for other world-class artists and rock bands and live events.

**PROFESSIONAL AWARDS**

Emmy nomination, The New York Critics Choice Award, Clio and Belding, MTV Award Winner for Best Concept, Best of the West, Deauville Film Festival, Houston International Film Festival, and Charleston International Film Festival.

**EDUCATION**

Occidental College, Los Angeles, CA. M.A. Degree in Theater Arts/Directing  
Loretto Heights College, Denver, CO. B.A. Degree in Theater