



PROFESSIONAL EXPERIENCE

TOWNHOUSE

2016 to Present

CPO, Chief Production Officer | New York, USA (2019 to Present)

Direct production agency with a creative-first approach that prioritizes diversity and integration while achieving efficiency and profitability. Operate in five distinct spaces: Progress, People, Product, Process, and Profit.

Progress – Business Development, Role Evolution, Organizational Structuring

Built and matured studios and production management components into a profitable production agency that balances craft, quality, and profitability. Oversee Townhouse Direct clients and partner with CCO of Grey NA to drive growth, elevate craft with a focus on diversity, equity & inclusion.

- Evolved position to adapt to rapid growth by absorbing responsibilities from other leaders including the CEO.
- Divested operation into 3 components and run side-by-side to offer scalable tailored solutions.

People – Diversity & Inclusion, Team Leadership, Workforce Development

Oversee diverse 40-member team that delivers within creative standards and a range of budgets to drive client value and business growth. Engage with global network to leverage centers of excellence and identify emerging talent.

- Doubled awareness and uptake of traditionally underrepresented talent including BIPOC, Female, and LGBTQ+.
- Invited as speaker for the DGA Young Directors Showcase; discussed the responsibility of agencies and clients to shape an inclusive social culture.

Product – Creative Partner, Quality & Craft, Feasibility Assessment

Oversee all phases of integrated content production; apply big picture thinking while adhering to creative vision for desired outcome. Deliver creative and effective quality and craft with innovative production solutions by leveraging speed at scale as the driving force.

- Built in-house capabilities and transformed studio culture—generated a 300% revenue increase from direct clients over 2 years while earning numerous industry awards.

Process – General Operations, Client Challenges, Production Solutions

Connect creative and production strategies to deliver content for NA clients across existing and emerging platforms.

- Curated and co-directed internal production studios; identified production strategies between WPP agencies Grey, GPS, AKQA, and Cartwright.

Profit – P&L Management, Cost Efficiency, Revenue Growth

Identify innovative production solutions to budget limitations while delivering best-in-class creative output.

- Moved low-touch production in-house to increase internal production spend from 15% to 30%.
- Exceeded 2020 billable target by 3%; YTD currently exceeding 2021 by 30%.
- Launched program to reduce non-billable expenses 60% from 2019 to 2021.

SELECTED PROJECTS:

P&G / Widen the Screen to Widen Our Views

- Established BIPOC team to execute production from director and key crew to post production team.
- Expansive content creation, talent development, and partnership platform that celebrates creativity through diversity.
- Uncovered talent by identifying new director that won multiple distinguished awards and recognitions.
- Awards: Silver Cannes Lion; Best New Director, AICP Awards; Best New Director, Young Director Showcase.

SVP, Head of Integrated Production | New York, USA (2016 to 2018)

- Earned over 70 awards for the company, over 20 of which were direct credits.

SELECTED PROJECT:

Gillette / Bond Moments

- Asked to partner with EON Productions to create a campaign inspired by the creator of James Bond, Ian Fleming.
- Partnered with company leader Barbara Broccoli to produce an incredibly authentic film that captured the spirit characterized by Bond & EON while delivering on the marketing objective of P&G and Gillette.

Grey Global Group

2004 to 2015

SVP, Associate Director of Film Production | New York, USA (2010 to 2015)

- Received over 150 awards and recognitions including Emmy, Cannes, Effie, D&AD, and ANDY.

SELECTED PROJECTS:

Febreze Breathe Happy Campaign / Black Creative Effectiveness Lion / 2011

- Executed social experiments that stood up to P&G R&D team while still informative and entertaining.
 - Became hugely successful nationwide social experiments that penetrated social conversation.
 - Increased sales and earned prestigious awards at every major award show.
- Using the momentum, P&G launched “Breathe Happy” social experiments on a global scale.
 - Partnered with Azerbaijan Olympic wrestling team for London Olympics.
 - Increased sales, accumulated awards, and initiated a cultural shift for the brand.
 - Earned one of the most prestigious awards in the industry: Black Creative Effectiveness Lion.
- Achieved an Ace Score of 601, grew retail value sales by 19%, increased share value by 6%.

Gillette Account Acquisition / 2013

- Led production team on what the industry termed the “Biggest Pitch in Advertising History”—a year-long global pitch securing the multi-million-dollar Global P&G Gillette account for Grey.
- Produced 2 global campaigns for the pitch theater; included exploratory findings as the north star.
- Won the business after a year-long pitch, ending a more than 80-year partnership between Gillette and BBDO.

ADDITIONAL EXPERIENCE

SVP, Executive Producer | New York, USA (2007 to 2009)

VP, Senior Producer | New York, USA (2005 to 2007)

HOP, Head of Production | Melbourne, AUS (2004 to 2005)

HOP, Head of Production | Leo Burnett, Sydney, AUS

APC, Assistant Production Coordinator | Bazmark Film, Sydney, AUS

Event Producer | The Admirable Crichton, London, GBR

TESTIMONIALS

“James is a fierce defender of craft and the creative concept. He facilitates collaboration. He wields his keen instinct for strategy and business into results. And James fights for what he believes in — and his commitment to and conviction for equity and inclusion is helping to transform our industry”.

Lisa Mehling, *Owner, President, Chelsea Pictures.*

“For me best producers are true leaders and creative partners. They often not only pull off the impossible but also take it to a level that leaves it in a better place than where it started. James set this bar for me very early in my career and I have never wavered in how I see just how valuable a production partner can be”.

Rob Lenois, *Chief Creative Officer, Vayner Media, USA.*

“We were incredibly impressed with all of the work. This was not an easy decision. But Grey's work stood above the rest, inspired us the most, and best delivered what we were looking for.”

Marc Pritchard, *Global Brand Building Officer, P&G, USA*

“I've had the pleasure of working with James on and off for the past 8 years. We've partnered on productions that took us around the world on huge budgets and we've also made magic rubbing nickles together on down and dirty productions that seemed impossible. He's always connected us to the best talent and even once helped us figure out how to get a satellite into lower earth orbit for a pitch.

James brings the same attention to detail every project no matter how big or small. James is always the calm voice in the room when the inevitable unexpected shows its face. He's creative, charismatic, and never says we can't unless he has a better solution to bring to the table. I've watched him build an entire production department out. When I receive word that James will not be my producer, I always want to work with someone he mentored”.

Lance Parish, *Executive Creative Director, Grey New York.*

“James is one of the great producers of our industry. He knows good creative and how to make it. He can, and will pick up the phone and sort things out in a way that no one else can. He is a great manager - supportive of and educates his team, but also will personally step in when needed. He is a master negotiator - so you want him on your side. Finally, he is super charming, which goes a long way when you are working long hours, under pressure and need to smile every once in a while”.

Janique Helson, *Head of Brand Marketing, Content & Creative Services at Volvo Cars, USA.*

P&G
Procter & Gamble

BOSS
HUGO BOSS

DIAGEO

Canon

MAX FACTOR X

DIRECTV

REVLON

SUBARU

VOLVO

ADORE ME

VICTORIA'S SECRET

DISCOVER

UPMC
LIFE CHANGING MEDICINE

Lilly

Gillette

NFL

TAC

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SINCE 1845

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