

ADAM GROSS
323 578-7000 CELL
ADAM@FAIRCURVE.COM
<http://www.faircurve.com>

Objective:

Management of complex operations.

Profile:

Thirty years experience as executive producer and line producer of television commercials. Supervised over \$200 million of film production. Specific skills in the areas detailed below.

Skills:

Budget Management

- Supervising all financial aspects of a project/operation from start to finish: estimating, budgeting, bidding, execution and actualization of all costs.
- Negotiation of rates and services: staff, independent contractors and vendors.
- Pricing and evaluations of all costs: materials, equipment, and site costs such as fees, permits, and special insurance.

Sourcing of Materials and Resources

- Initial researching for project/operation needs.
- Staff, equipment, material and vendors.
- Specialty needs: materials, personnel, equipment and logistics.
- All aspect of design for realization.
- Overseas projects.

Human Resources Management

- All general and specific aspects of the employer/employee interface.
- Hiring and supervision of staff employees.
- Hiring and supervision of freelance employees and independent contractors.
- Management of employee provisions: insurance, holidays, sick days, liability and unions.
- Staffing for international projects.

Negotiation and Conflict Resolution

- Client interface and liaison. This includes both logistical and creative interactions among the director, the director's production company, the advertising agency and/or the ad agency's client.
- Staff interface: resolved all staff and freelance contractors' conflicts.
- Union interface: negotiated and mediated any union conflicts with both individual crewmembers and their unions directly.
- Management of creative and often eccentric personalities, including directors, celebrities and senior department personnel.
- Management of both creative and logistical expectations.

Client Services

- Supervision of travel and accommodations for large parties, both domestic and international.
- Private air and ground travel.
- VIP services.
- Scheduling of entertainment.
- Special dietary requirements and accommodations.

Information Technology

- MAC and PC systems.
- Software: account, budgeting, presentation, communications, media management and compression, file transfer and web posting.
- Network set up and management.
- System backup, storage, hardware and management.
- Security.

Mechanical Systems

- Audiovisual components and systems.
- General contracting: electrical, plumbing, construction, lighting, landscape and irrigation, air conditioning, appliances.

Select and Recent Projects:

- 60 second 2014 National Television Commercial for Maserati – Super Bowl Spot
- 60 second 2013 National and International Television Campaign for the iPad Air (Role preformed as Client/Producer – Direct for Apple).
- 7 min film for Apple 2012 Launch of their ibooks textbooks for ipad – Apple Direct.
- 60 second 2012 National and International Television Commercial for Gillette.
- 60 second 2011 National Television Commercial for KIA.
- 15-30 second 2011 National and International Television Commercials for Apple iphone.
- Brand Campaign 2005 National and International for Microsoft Windows – 4 Countries.
- Brand Campaign 2004 National and International for Hewlett Packard – 5 Countries.

Client List:

Apple, Microsoft, Hewlett Packard, Netflix, Applied Materials, Gillette, Toyota, Ford, Nissan, Chrysler, Maserati, Subaru, Land Rover, Mercedes, Acura, Lexus, Jeep, Kia, American Airlines, United Airlines, Southwest Airlines, Verizon, NHTSA, Motorola, Sprint, Cingular, Ticali, AT&T, Canon, Nikon, Sears, Pantene, ING, Capital One, Citi Bank, Washington Mutual, Bank of America, Merrill Lynch, Met Life, TIAA Cref, Addis, Reebok, And1, Burger King, McDonalds, L’Oreal, Pepsi, Coke, USA Network, ABC, HBO, ESPN...

References:

- Available upon request.

Union Affiliations & Education:

- Director’s Guild of America – Unit Production Manager / 1st Asst. Director
- American Film Institute, M.F.A. – Cinematography (1983)
- New York University, M.F.A – Set Design & Stage Lighting (1980)