

FRANCINE MARCHETTI

EXECUTIVE PRODUCER * VFX PRODUCER

Creative, accomplished, diversified Producer with extensive experience in production and post production management for workflows utilizing visual effects, animation, stereoscopic 3D and VR/AR for entertainment properties with global distribution. Proven ability to drive productions through innovative process and procedures, effective financial planning and successful team collaboration. Demonstrated excellence in managing complex production portfolios with experience doing so for studios, facilities and media companies. Strengths in capitalizing on production and post production management thru deliverables, content creation, on-set supervision, cross functional team management and workflows for emerging technologies to fuel revenue growth and execute projects worldwide.

Consistently recognized for exceptional ability to build production value, boost company revenues and promote success for management and staff. Production portfolio includes work with such companies as **Rhythm & Hues, Industrial Light & Magic, Method Studios, Pixomondo, ABC, NBC, CBS, FOX, Disney, Universal, DreamWorks, Nickelodeon, Paramount and Warner Brothers Studios**. Developed and produced content for over 30 licensed animated characters in association with the major motion picture studios and networks.

Core Competencies

Production Planning, Management & Execution * Strategic Planning * Operations Management
Budgeting, Scheduling & Cost Reporting * On-Set Supervision * Script & Shot Breakdowns Contract
Negotiations * Vendor/Client Relationships * Team Leadership * Editorial & Post-Production VFX,
Animation, Stereoscopic 3D and VR/AR Process Solutions * Creative Development
Digital Asset Management * Digital Pipelines & Distribution * DI * Resource Management
Rights & Clearances * Production, Talent, Union & Entertainment Licensing Contracts * Standards & Practices
Digital Production Hardware & Software * Cameras & Equipment * Business Development
Trans Media Production - TV, Web, Interactive Design/Gameplay, Mobile

PROFESSIONAL EXPERIENCE

CINEMAWORKS, Marina Del Rey, CA * 2009-2017

Director, Executive Producer, Digital Production – VFX, Animation, VR/AR, Stereoscopic 3D

Spearhead and implement the creative direction, production and post-production pipelines which drive the successful operation of high profile projects for features, television and digital media. Develop and source partnerships for the production of future projects and collaborate with executive leads at studios, production and media companies.

Build production teams and resources to execute multiple projects. Identify and resolve critical business issues and negotiate contractual agreements. Review and evaluate new production paradigms, techniques and creative resources to utilize the most innovative technology.

Oversee all project details which include the look, feel and overall quality of scripted and non-scripted material, content development, world building, character & creature design, asset build, composite and distribution.

Selected Highlights

Production

- Collaborate with Directors, Producers, Writers, VFX & Post Supervisors to create and execute projects across multiple formats to ensure consistency of execution and vision.
- Execute budgeting, script breakdowns, logistics, research and development of methodology and techniques, VFX, CG Animation, VR/AR, previs, motion capture and stereoscopic 3D for projects.

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- Define project scope, schedule, deliverables, resources, budget considerations, needs and constraints.
- Build, manage and support cross-functional teams to on time, on budget completion.
- Produce and supervise productions of various sizes and complexity from development thru post to deliverables and oversee work on-set as required to achieve projected milestones.
- Demonstrated ability to problem solve, trouble shoot and manage shifting priorities and schedules.

Selected Highlights

Technical, Digital Media & Other

- Collaborated with studio attorney's at **CBS** to redefine production and legacy contracts for stereoscopic 3D usage for their largest entertainment franchise **STAR TREK**.
- Partnered with the **ORACLE Corporation** to develop digital asset management software for production pipelines in entertainment and media.
- Presented the panel session "**The Future of VR, A US Perspective**" at the **CANNES NEXT- Marché du Film - Festival du Cannes** in **2016**.
- Produced and executed cross platform content which fuse Features & TV into Digital Media experiences.

METHOD STUDIOS, Santa Monica, California * 2008

Executive Producer VFX

Lead production and supervision of feature projects. Met with filmmakers to review scripts, execute breakdowns, build creative teams and technical workflows for projects. Bid and executed budgets, created schedules and final actualizations. Maintained production reports, milestones and project database. Managed all artists and engineering staff.

Selected Highlights

- Partnered with technology leads to build out the digital pipeline to support post-production for future feature shows.

DREAMWORKS ANIMATION, Glendale, California * 2007

Executive Producer – Animation

Oversaw and managed the CG Animation Department to service the studios contracted partners for all domestic and international projects. Developed and reviewed script content, created script and shot breakdowns and project budgets. Established written creative and technical specifications for bidding to vendors. Teamed with legal counsel on contractual negotiations for vendor and talent agency contracts.

Developed and implemented the master production schedule setting key milestones for multiple projects, supervised production, maintained cost reports, editorial and post-production while providing staff leadership. Supervised crews in partnership with Animation Directors, fellow Studio Producers and creative department heads, and evaluated work quality. Pitched story concepts to executive management. Collaborated with the Head of Finance to review total budget expenditures, identify additional department revenue streams and develop strategies to increase profitability.

Selected Highlights

- Reduced cost duplication by renegotiating vendor contracts.
- Created and identified opportunities for DreamWorks to pursue storylines of licensed characters for online and mobile platforms.
- Contributed to the expansion of DreamWorks production facility in India for TV & vendor based projects.
- Facilitated development and testing of 3D animated assets to implement the build out of a stereoscopic 3D pipeline for future features.

ELEMENTFX, San Rafael, California * 2006

Executive Producer VFX

Lead facility operations, executed production planning and negotiated all contracts with studios and networks. Produced feature, television and commercial projects from inception to delivery with production teams, including reviewing script & shot breakdowns, concept design, budget estimates, schedules and reviewing daily work, producing live action stage work, plate /element and insert photography, animation, compositing and all digital workflow thru distribution. Recruited and supervised all artists and staff.

Selected Highlights

- Spearheaded and implemented the production pipeline for the company's first major prime time television project in conjunction with Paramount Studios.
- Acquired a contract with Disney Studios which established a studio account and opened new business opportunities for the company.

VARIOUS STUDIOS and FACILITIES, Los Angeles, California & New York, NY * 1997-2005

Partner/VP, Executive Producer VFX/ Animation – Film, Broadcast & Digital Media

ADDENDUM:

Portfolio includes: **CONVICTION, GRAVES, QUANTICO, PENNY DREADFUL, TERRA NOVA, MEDIUM, STAR TREK: NEXT GENERATION (3D), BATMAN, FAIRLY ODD PARENTS, TEEN TITANS, JUSTICE LEAGUE, THE RUGRATS, THE WILD THORNBERRY'S, DEXTER'S LABORATORY and SPONGEBOB SQUAREPANTS** among others, and features **NOW YOU SEE ME 2, ALL I SEE IS YOU** with Jason Clark, **HAIL CAESAR** by the Coen Brothers, "W" an Oliver Stone Picture, **INVINCIBLE** with Mark Wahlberg, **BEE MOVIE** with Jerry Seinfeld, **KUNG FU PANDA, SHREK THE THIRD, E.T. THE EXTRA TERRESTRIAL (re release)** and **THE RUGRATS IN PARIS** among others.

Virtual Reality Projects: **JOURNEY TO THE DEEP** and **DEFROST** a 12 part narrative series directed by Randal Kleiser selected to screen at both **CANNES Next – Le Marché du Film – Festival de Cannes** in 2016 and **THE SUNDANCE FILM FESTIVAL** in 2016.

Digital Media & Commercial Portfolio Includes: **NISSAN SCION FRS, COORS, ARENANET's GUILD WARS 2, HEWLITT PACKARD, MCDONALD'S, ACTIVISION, CARTOON NETWORK, KRAFT INC., JAGUAR, ARCO AM/PM, AMERICAN EXPRESS, MICROSOFT, MATTEL, IBM, NABISCO, AT&T, HERSHEY, MOTOROLA, ABC NETWORK, BBC AMERICA, CITIBANK and BANG & OLUFSEN** among others

FORMAL EDUCATION

Master of Arts in Media & Technology (*summa cum laude*) * Concentration in Film
Bachelor of Arts in Visual Communications
Boston University, Boston, Massachusetts

PROFESSIONAL AFFILIATIONS

Producers Guild of America
The Visual Effects Society (Awards Committee 2004-2010)
Academy of Television Arts & Sciences
Joint Technology Committee on Virtual Production (Active Member 2010-2017)
University of Nottingham Industry Fellow 2012-2017