

George H Friedman

- Global leader, storyteller and brand builder with over 18 years of experience creating national television commercials, video, photography, digital and social content globally for some of the world's most respected brands.
- Currently head of content creation for Kohler Co.'s in-house creative brand agency and internal studio. Responsible for key global content initiatives and brand voice for 27 unique brands.
- Accustom to leading and developing teams managing dozens of projects in various cities on multiple continents all at once so no challenge seems too great. Each one is a new and exciting opportunity to do something unique.
- Having both a creative and technical background gives me a rare and in-depth understanding of the content creation process and the strategy behind it. My time owning my own company makes me keenly aware of how to maximize a budget, manage resources and build relationships.

Experience:

Kohler Co., Kohler, WI

2013-present

Senior Manager – Head of Content Production

- Head of integrated content creation for Kohler Co.'s portfolio of global brands.
- Lead teams creating integrated digital, social, experiential, motion, still and rendered projects internationally, across 27 unique brands, with project budgets ranging from \$0-\$1,000,000++.
- Manage internal content production and post-production studios, equipment, staff and budgets.
- Develop and manage external vendor relationships around the globe.
- Architect and administer Media Asset Management systems and digital distribution strategies.
- * Advise Digital Asset Management and Global Collections teams.
- Collaborate with PR, Digital, Social, Media, Marketing and Executive teams to help define brand voice.
- Mentor internal creative teams and coach business partners on strategy and content execution.
- Nominated to the Kohler Leadership Forum.

Manager - Video Operations

- Managed the Content Creation Center of Excellence, overseeing in-house and external production.
- Re-invented motion and still content production during a company shift from a corporate communications department to internal creative brand agency.
- Established and documented production business management standards, personnel frameworks and best production practices. Realized savings through more efficient execution and planning.
- Initiated internal talent payment, production insurance and risk management policies.
- Developed content creation “lunch and learn” series to educate and inspire internal agency. Coached and mentored creatives, account managers and businesses partners on content production.
- Architected and implemented a Digital Media Asset Management system and long-term archive strategy. Initiated new workflows to protect assets and decrease risk.
- Personally produced projects in India, China, Haiti, Europe and North and South America.
- Lead Kohler's involvement with Caltech and the Gates Foundation at the World Toilet Fair in New Delhi.

Backpack Editorial, Chicago, IL

2009-2013

President, Executive Producer

- Established and operated a full service content agency and production company managing operations, creative, external vendors and client relationships.
- Oversaw, consulted and produced all aspects of the commercial and digital content production process, from inception to delivery.
- Produced digital content for phone apps, digital ads and emerging technologies.

www.georgefriedman.net

www.linkedin.com/in/georgefriedman

Red Car, Chicago, IL 2005-2009
Senior Creative Editor

- Editing and creative direction for television commercials and digital media.
- Served as liaison between advertising agencies and their clients.
- Managed all aspects of the post-production process.

Avenue Edit, Chicago, IL 1998-2005
Commercial Film Editor

- Client facing offline creative editing of national television commercials.
- Served as a video production consultant and technical adviser to advertising agencies and their clients.

Assistant Offline Film Editor

- Organized and edited film.
- Produced all facets of the post production process.
- Technical support.

Assistant Engineer / Avid Technician

- Macintosh, Avid and video hardware and software maintenance and troubleshooting.
- Tape Room technical support and repair.
- Operator support.

Education:

Columbia College, Chicago, Illinois 1998-1999
Graduate with honors, B.A. in television production

Carnegie Mellon University, Pittsburgh, Pennsylvania 1993-1996
Studies towards a B.F.A. in Theatrical Design with an emphasis in lighting

Arts Magnet School, Harrisburg, Pennsylvania June 1993
Graduate with honors in Television Production

The Pennsylvania Governor's School of Excellence for the Arts August 1992
Graduate in Technical Theater Production

Skills:

Avid Media Composer; Adobe Creative Suite; Final Cut Pro; CatDV; Open Text; Storage DNA; LTO Archiving; Telestream; MS Office; Basecamp; Advantage; FileMaker Pro; FTP and compression standards; Mac / PC hardware and software troubleshooting; Film/DSLR/P2/XDCAM/Canon/RED/ALEXA/Phantom/Drone/VR/AR; Digital Asset Management; digital, web and social media savvy; creative and technical ability; proven global project management and problem solving skills; team builder; photographer; world traveler.

Brands and agencies that I have partnered with:

Kohler, McDonalds, Coca-Cola, Miller Brewing, The NHL, Allstate, Quaker, Disney, Hallmark, Anheuser-Busch, The Oprah Winfrey Show, Dish Network, Kraft, Tide, Sears, PetSmart, Humana, Dove, Heinz, Nike, Ameritrade, Tropicana, Red Lobster, UC Davis Health System, Aleve, One-A-Day, On The Border, Jeep. Lore, Leo Burnett, FCB, DDB, Y&R, Burrell, Ogilvy, CK, Havas, Digitas, JWT, VSA Partners, BBDO, Doe Anderson.

I love skiing, world travel and spending time with my family. The last two don't always play nice together but, as I said before, I'm someone who always loves a challenge.

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