

TODD KRIEGER

Media Executive experienced in traditional and digital content development, production and distribution. Tastemaker with 15 year track record of discovering and surfacing new content and technologies. Accomplished writer/producer with multi-disciplinary skillset and deep knowledge of analog and digital entertainment and advertising industries.

Hi-TEK

July, 2009-
Present

Principal, Venice, CA

Founder of Boutique Consultancy focused on creating Transmedia properties

- Hi-TEK Communications takes a bespoke approach to content and platform development. Building on my 15 years in multimedia across Product, Publishing and Advertising I am, along with a core group of developers, programmers and designers working with select clients to develop go-to-market strategies, unique content offerings and help them to monetize their already existing content.

Denuo

June, 2007-
April, 2009

SVP / Director, Content Practice, Los Angeles, CA

Business lead for Media and Entertainment Practice

- Inaugurated Content practice for Denuo. Generate strategy and digital programming roadmaps for both Media and Branded Marketing Clients. Media clients include the New York Times, Condé Nast, Fox.com, and MTV. Branded marketing clients include Purina, Hewlett Packard, General Mills and Champion.
- Responsible for generating new business, developing strategy and overseeing end to end execution for all client materials.
- Subject Matter Expert in Media and Entertainment for Denuo and Publicis clients.

Yahoo!

May, 2005 -
May, 2007

Executive Producer, Yahoo! Media Group, Santa Monica, CA

Creative and Business lead for current and future Yahoo! Entertainment Properties.

- Responsible for product development, content licensing, multi-platform distribution, and go-to-market sales strategy for OMG (<http://omg.yahoo.com>). Leverage Yahoo! traffic analytics and consumer market research to develop high-engagement programming.
- Responsible for re-launch of \$6.0 million Yahoo! Broadway business. Source and manage third party content providers, manage cross-functional team of engineers, content producers, graphic artists and sales. Oversee development of user-generated content community.
- Lead development of go-to-market plan for Yahoo! Comedy vertical, including original video programming, site branding, ad sales packages, and content licensing acquisition.
- Work on a consultative basis with Yahoo! sales to develop innovative multi-platform programs for strategic advertising accounts including: Intel, 20th Century Fox, Toyota and MasterFoods.

TEK

June, 2002-
April, 2005

Media & Technology Consultant, New York, NY & Los Angeles, CA

Consultant focused on developing multi-platform content and branding materials for film and TV.

- Part of team that launched SPIKE TV. Led creative effort to transition The New TNN (The Nashville Network) to Spike TV ("First Network for Men"). Produced on-air and print materials.
- Extended reality franchises for CBS' "Big Brother" and UPN's "America's Next Top Model" from television to the Internet. Developed online talk show format "House Calls" for CBS.com.
- Created branding campaigns for ABC, CBS, Dimension, Miramax, MTV, Paramount, TRIO and USA Networks.

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Microsoft

June, 1998 –
June, 2002

Sr. Mgr. Business Development, Microsoft TV, New York, NY

Media Content Development Lead for Microsoft TV for Eastern United States.

- Responsible for 70% of all interactive TV content running on Microsoft TV's iTV Platform.
- Developed interactive TV programming across genres with ABC, A&E, CBS, Comedy Central, HBO, MSNBC, NBC, PBS, Sci-Fi, Showtime, TBS, and USA Networks.
- Responsible for 20 interactive TV trials over two year period working in tandem with digital arms of Starcom, McCann & Erickson, and Euro RSCG.
- Oversaw \$7 million multi-platform customer acquisition effort via content partnership with CBS. Launched interactive versions of "NCAA Final Four", "CSI" and "Survivor." "Final Four" won Best Enhanced TV Sports Application. "CSI" won Best Enhanced TV Dramatic Program.
- Business owner of \$6 million deal with Sony Pictures Entertainment to develop interactive TV versions of top rated syndicated shows "Wheel of Fortune" and "Jeopardy."
- Grew Microsoft TV's developer base over 350% over two year period through ongoing participation in AFI Enhanced TV workshop, and outreach with agency and development partner

Navio

Feb, 1997–
Jan, 1998

Editorial Director, Mountain View, CA

Establish content, voice and tone at pre-IPO set-top box Internet portal. (Following merger with Oracle subsidiary NCI, company publicly traded as Liberate.)

- Managed team of 7 editors to create first generation content portal for Internet surfing on TV.
- Created hybrid programming prototype for ABC's Monday Night Football. Managed team of producers and engineers to create interactive game and provide on-demand statistical highlights during broadcast.

Organic

Jan, 1995 –
Jan, 1997

Editorial Director, Organic Online, San Francisco, CA

Creative lead for pre-IPO interactive advertising agency.

- Oversaw creative processes from pitch through final execution. Worked with account executives on new business, managed creative teams. Client list included but was not limited to: Electronic Arts, LucasArts, McDonald's, Levi's and the Navy.
- Grew creative team from 6 to 45 people over two year period.
- Defined production process and research metrics.
- Oversaw incubation of ancillary research and analytics company Accrue.

Spelling TV

Jun, 1994–
Dec, 1994

Executive Assistant to President, Los Angeles, CA

Managed office and Spelling TV President's schedule.

- Participated in the development of "Madman of the People," and "Models Inc."
- Provided synopses and script notes for all incoming material.
- Participated in calls and meetings with talent, agents and writers.

Omnisphere

Mar 1992 –
Feb, 1994

Associate Producer, Paris, France

Managed logistics, locations, and budgets for international video productions.

- Developed scripts and films with Tony Award winning director Joe Hardy.
- Supervised daily on-site production for live coverage of 1993 Tour de France for ESPN.
- Segment Producer for 1992 Olympic Games for CBS.

EDUCATION

Duke University, 1990

Cum Laude. History

L'Etudes Sciences Politiques, 1989

Certificat d'Etudes Politiques

UCLA Extension, 2004

Fiction Writing Program

TODD KRIEGER

PRODUCED CREDITS

- Writer, "BLAM," Fox TV Pilot.
- Writer, "Paul is Dead". Interactive Rock and Roll Murder Mystery for MSN. MTV Pilot.
- Author, "The Portable Pundit," Time Warner.
- Pop culture and technology journalist. *The New York Times*, *WIRED*, *Premiere*, *Spin*.
(Further print, tv and film credits available upon request).

LANGUAGES French

VOLUNTEER Friends of the Highline, New York, NY. Member since 2000.
Launched New York based Underwood Theater Group. Board Member since 2000.
Fundraiser, Elisabeth Glaser Pediatric Aids Foundation, Santa Monica, CA. Member since 2006.