



Sami Apra
CEO
Largo Film (Switzerland)

Sami is the founder and CEO of Largo – a Switzerland based company that provides data-assisted intelligence to the audio-visual industry. From content analysis and financial forecasts to character & casting analysis and packaging tools, the Largo platform is designed to empower traditional content creation workflows and help producers, distributors, and studios make smarter, more informed decisions. He has a Ph.D. in computer vision from the prestigious Swiss university, EPFL. He has directed two films - "Les bruits des pas" and "L'evasion." He is also the founder and president of Ouch Film Awards, which is a film festival that takes place in Lausanne.

The Evolution of Storytelling: AI, Virtual Reality, the Metaverse & ChatGPT
May 17th at 3:00PM-4:00PM

STAGE
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Christopher Morrison
Founder
Reality+

Christopher is the founder of Reality + a production company whose passion is to tell stories grounded in the real world that have a genre element pressing in from outside our accepted reality. He is a multi-talented writer and director who has worked on film, theatrical productions, VR, video games, and immersive entertainment on three continents and more than 150 projects. His most recent films include the VR narrative "The Werewolf Experience," his feature film "The Bellwether," which was released worldwide, and a 360° film he wrote and directed. His next VR project "Drunk Zombie Duelists" received a grant from the Dutch government and is going into production. He recently added "Narrative Designer" to his credits as he's written and designed for multiple video games. Cirque du Soleil called him, "A huge asset to the creative process and he frequently speaks on storytelling in WEB3.0, recently addressing the House of Lords in England and a guest speaker at the LEAP conference in Saudi Arabia.

The Evolution of Storytelling: AI, the Metaverse & ChatGPT
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Richard Botto
CEO
Stage 32

Richard "RB" Botto has created the online platform and marketplace designed to democratize the entertainment industry, Stage 32. By leveling the playing field for all film, television and digital content creators and professionals worldwide, Stage 32 provides networking and training opportunities as well as direct access beyond the gatekeepers.

RB is also a producer whose films have played at dozens of festivals around the world including the Sundance-award-winning feature Another Happy Day, written and directed by Euphoria creator Sam Levinson. He was on the producing team of What Lies Ahead starring Rumer Willis and Emma Dumont, and Rain Beau's End starring Ed Asner and Sean Young. He is the Executive Producer on projects with Gidden Media and National Lampoon. Through Stage 32 he has helped incubate Chick Fight, starring Malin Akerman and Alec Baldwin, produced by Yale Productions and Ramo Law, and 10-31, produced by Eli Roth and Orion Pictures and Crushed on Tubi.

As a working writer RB sold his original television series to a mini-major studio and attached an A-list showrunner from Apple at the helm. He works on active writing assignments and has sold two feature film scripts.

As an actor, he began his career as a theater actor in New York and his latest film On the Corner of Ego and Desire premiered at the Raindance Film Festival.

Additionally, RB's #1 best-selling book Crowdsourcing For Filmmakers: Indie Film and the Power of the Crowd, was published by Routledge under the American Film Market Presents banner, is available on Amazon and Audible, where it has garnered over 100 5-star reviews.

RB has been a keynote speaker and panelist all over the world at such festivals and conferences as the Cannes Film Festival (France), American Film Market (US), Tribeca Film Festival (US), Austin Film Festival (US), SXSW (US), Cinequest (US), Winston Baker (US), Hollyshorts Film Festival (US), Raindance Film Festival (UK), Hamburg Film Fest (Germany), Trinidad & Tobago Film Commission (Trinidad), Fest Festival (Portugal), Black Nights Film Festival (Estonia) and Harvard (US) on the business of the entertainment industry.

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Ramfis Myrthil
Director and Producer

Ramfis Myrthil is an award-winning filmmaker, producer and avid story-teller from New York City. Born to Haitian immigrants, he intimately understands the perils of existing as a person of color in America and has made it his life's work and journey to give voice to the voiceless. His films explore the experiences of people of color, women, and the LGBTQ community—edifying themes of passion, integrity and authenticity in all stories told.

As a founding partner and President of Beast of the East Productions (BOTEP), the highlights of Ramfis' career are ever-growing. He had the privilege to produce the Mary Pickford biopic "Why Not Choose Love: A Mary Pickford Manifesto," and was recently accepted in the 2018 Sundance Film Festival with the film, "A Boy. A Girl. A Dream." starring Meagan Good and Omari Hardwick. After ranking in the top 18 films at Sundance Film Festival, "A Boy. A Girl. A Dream." earned national distribution with Samuel Goldwyn Films and debuted on Amazon Prime and STARZ network in 2019.

Ramfis also had his first film, "Love and the Small Print," debut at the Cannes Film Festival, and other projects of his have been featured in Shorts International and 40+ other festivals around the world.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
May 18th at 12:00PM-1:00PM

Hyphen Productions: Dissecting the Role of a Producer + Cocktail Event
May 20th at 4:00PM-6:00PM

The Pitchfest
May 21th at 1:00PM-2:30PM

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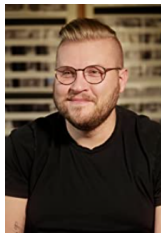


Thien A. Pham
Producer
3388 Films

For almost 2 decades, Thien A. Pham has been in the entertainment industry with now over 100 projects to his credit and founded 3388 Films to meet the growing market demand for quality in-language media content. 3388 Films is a production, post-production, and distribution company with proven experience in more than 20 different markets & languages and specialized in Asian and Southeast Asian media and film content. 3388 is champions of underrepresented and underserved independent and international content creators. Its mission is to create with intention and to connect diverse media & film content to global audiences.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
May 18th at 12:00PM-1:00PM

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Andrew Vallentine
Director

Andrew Vallentine most recently directed THE MATTACHINE FAMILY, produced by Zach Braff. He draws his creative inspiration from the forged-in-fire experience of being a dyslexic gay kid in small town Michigan. What was once his shame he now considers his greatest strengths. Andrew has developed content with Amy Baer at Gidden Media, Tyra Banks with Bankable, and most recently has been hard at work developing a WWII series based on the newly discovered hundreds of love letters sent between two gay British soldiers in the 1940s. He is working to bring this remarkable true story to life with Brian Volk-Weiss at the Nacelle Company. He has worked with recording artists like Charlie Puth and Tritonal and popular media personalities like Patrick Starr and Joey Graceffa. He has created commercial and branded content for Mercedes-Benz, MAC Cosmetics, Sephora, The Department of Veterans Affairs, The Ad Council, Goodwill and Major League Baseball. Andy's combined content has been viewed over 1 Billion times.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
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Tiffany Boyle
President
Ramo Law

For more than 10 years, Tiffany Boyle has leveraged her business-oriented sales and packaging skills to bring hundreds of films and documentaries to fruition. Through her critical review of content and strategic use of Ramo Law resources, Tiffany creates successful content packaging that bridges the needs of both client and industry demands.

Tiffany connects filmmakers with producers, co-producers, executive producers, co-finance partners, distributors, agencies and other industry representatives. She has brought in financing or leading sales on films such as Paul Schrader's "The Card Counter," Executive Produced "Joyland," the first official Pakistani selection in the 2022 Cannes Film Festival and winner of the Un Certain Regard Jury Prize, and serviced financing and sales on romantic crime "Die in a Gunfight"; she led the sales and packaging for "Initiation" (SXSW 2020) and "One of These Days" (Berlin 2020); and she recently served as Executive Producer on films including, "Line of Duty" starring Aaron Eckhart, bringing in financing in post, "Chick Fight," which she developed from the script stage, brought in the producer, director and half of the financing, "Mama Bears," where she brought in financial donations to the film as well as WME to represent and find distribution for the film, and "Borderland" starring Felicity Jones, currently in post-production.

Experienced with project budgets ranging from micro-sized to \$30 million, Tiffany has helped to establish and expand high-value sales and packaging resources, uniquely accessed outside of the traditional management company and agency model, since joining Ramo Law in 2009. With this experience, she has been able to help foreign production companies and investors create a foothold in the US marketplace.

Today's Film Packaging and Sales/Acquisitions Landscape

May 19th at 3:00PM-4:00PM

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Viviana Zarragoitia
Financier
Vice President
Three Point Capital

Viviana Zarragoitia is the Vice President of Three Point Capital. She began her career in the entertainment industry working in production accounting at Millennium Films and Bold Films.

She then spent 5 years at Lionsgate, where she started working in the accounting department and segued into the finance division, specifically, profit participation. While working in profit participation, she oversaw the preparation of multi-million dollar film and television distribution deals. She was then promoted to the group's audit division, where she managed film and television royalty audits of producers' profit participation statements.

Almost a decade ago she joined Three Point Capital, a boutique firm that specializes in senior lending on film and television projects. While at Three Point Capital, Viviana has been involved in the financing of over 100 independent films, and worked with such producers as Cassian Elwes, Rob Barnum, Anthony Bregman, James Schamus, Aaron Gilbert, Kimberly Steward, Nicolas Chartier and Kevin Frakes, among others.

As Vice President, Viviana closes the financing on every film that the company is involved in, as well as manages the company's operations in its satellite offices (Ohio, Kentucky and Louisiana). Viviana has received over a dozen Executive Producers credits on titles she has financed.

She graduated Cum Laude with a double-major in Business and English from Loyola Marymount University.

Today's Film Packaging and Sales/Acquisitions Landscape

May 19th at 3:00PM-4:00PM

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Jack Sheehan
President
Archstone Films

Jack Sheehan had stints at Sony and Universal before entering the WME mailroom and getting accepted into the storied Agent Trainee Program in the Motion Picture group. Jack then joined Lotus Entertainment where he rose to Vice President Sales and Acquisitions and handled deals on films such as Halle Berry's "Kidnap", Keanu Reeves' "Replicas", and "Z for Zachariah" with Chris Pine & Margot Robbie. From there he was brought on to Archstone as President of Worldwide Sales & Development where he helps the team build out a slate of films and series and runs their sales and acquisitions businesses.

Today's Film Packaging and Sales/Acquisitions Landscape

May 19th at 3:00PM-4:00PM

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Sidney Chiu
Producer

With a focus on films with international appeal, Sidney Chiu's producing credits include LOVE JACKED, a Canada South African romantic comedy co-production starring Amber West and Keith David – winner of the Best Narrative Feature at the Pan African Film Festival (Los Angeles). COCONUT HERO a Canada German co-production with Six Island Productions and UFA Fiction directed by Florian Cossen and Lola nominated, winner of the Best Film in Focus at the Zurich Film Festival, BANG BANG BABY starring Jane Levy, and Peter Stormare for Scythia Films winner of the Claude Jutra Award at the Toronto International Film Festival. Sidney was also the Production Manager on the Mandarin romantic comedy FINDING MR RIGHT, which grossed over 80 Million USD. THREE DAYS IN HAVANA starring Gil Bellows directed by Tony Pantages and Gil Bellows, shot in Havana Cuba with E1 distributing in Canada. Sidney's first produced feature entitled A NIGHT FOR DYING TIGERS written / directed by Terry Miles premiered at TIFF.

How You or Your Project Can Stand out in the International Market
May 20th at 3:00PM-4:00PM



Segolene Zimmern
Manager of International
Acquisitions
Tubi TV (FOX)

Segolene Zimmern is the Manager of International Acquisitions at the streaming platform Tubi TV, which is owned by FOX.

Recently, Tubi acquired the feature film CRUSHED from a writer who was discovered through Stage 32. The project premiered on Tubi in April.

Previously, Segolene worked at Miramax selling projects such as Guy Ritchie's THE GENTLEMEN at Cannes and other film festivals. Prior to Miramax, she also worked in film development and production, working on the Nicolas Cage thriller MANDY produced by Elijah Wood, and the comic book adaptation I KILL GIANTS starring Zoe Saldana.

How You or Your Project Can Stand out in the International Market
May 20th at 3:00PM-4:00PM



Alexia Melocchi
Partner
Little Studio Films
Host of the Heart of
Business

Alexia Melocchi is a partner in Little Studio Films and for over two decades has produced and sold award winning movies, documentaries and shorts, often partnering with emerging filmmakers she has personally discovered and mentored. Latest films by Little Film Studios are THE PANTANI AFFAIR which is with Amazon Studios Europe, A SOUL JOURNEY (Palm Springs International Film Festival and winner of URBANWORLD) and the upcoming Mini Series "THE MONKEY CLUB" with Oscar winner writer/producer Ron Bass.

They also partially financed RIDE ABOVE directed by Christian Duguay, THE DESPERATE HOUR starring Naomi Watts, and WRONG TURN.

In June 2020, Alexia signed a representation and development agreement with writer Seoras Wallace after connecting through Stage 32. Alexia says, "I would have never found him had it not been for Stage 32." Read the full story [here](#).

Alexia has acquired on behalf of her international distributor clients, film and television shows from all over the world for release in the Middle East, Italy, Greece, Spain, Canada, South America and Australia.

Her clients have bought and partially financed films such as LA LA LAND, PEPPERMINT, THE BOY, TWILIGHT, TEEN SPIRIT AND THE BANKER. She is the host of THE HEART OF SHOW BUSINESS podcast. Her company Little Studio Films acted as the sales representative for a DURAN DURAN documentary which sold in every major international territory and received a theatrical release, SERVICE TO MAN released through Entertainment Studios co- produced with Joel Zwick, SOL DE MEDIANOCHE released on HBO.

She is fluent in five languages (Italian, Greek, French, Spanish and English), a personal asset that has allowed her to be involved in the financing and distribution of movies that have earned nearly \$1 Billion dollars in box office returns worldwide.

Always in the know of trends in film and television, she attends all major film festivals in the United States and internationally (CANNES, NATPE, BERLIN, VENICE, TORONTO, AFM, MIPTV) and has been frequently invited as an expert panelist on the Film Business at high profile film and television conventions.

How You or Your Project Can Stand out in the International Market
May 20th at 3:00PM-4:00PM





Matthew Helderman
CEO
Bondit Media Capital

Matthew Helderman is the CEO and co-founder of Bondit Media Capital and Buffalo 8. Helderman founded Buffalo 8 in 2010, while an undergrad student at Lake Forest College. Buffalo 8 has since premiered projects at Sundance, SXSW, and Berlin, as well as producing the Netflix original film "Rodney King" directed by Spike Lee and the global Netflix hit "Conversations With a Killer: Jeffrey Dahmer" directed by Emmy winner Joe Berlinger.

In 2013, he co-founded Bondit Media Capital and has led Bondit in the deployment of over \$250M of capital in over 400+ film, television, and media opportunities, while raising \$30M of equity and debt for a partial sale to public traded Accord Financial (TSX: ACD) in addition to expanding the company's credit facility to \$75M in 2020 with Texas based hedge fund Revere Capital.

Bondit projects include Oscar nominated Loving Vincent, the Roland Emerich directed war epic Midway, the Indie Spirit winner The Peanut Butter Falcon, and projects Robert De Niro, Bruce Willis, John Travolta, Uma Thurman, Nicolas Cage, Arnold Schwarzenegger, Liam Neeson, Mel Gibson, Kevin James, Morgan Freeman, Jason Sudeikis, Kevin Smith, and Samuel L. Jackson resulting in over \$500M+ of worldwide box office performances.

Helderman also co-managed the acquisition of 30-year-old entertainment payroll firm, ABS Payroll in 2017 and today serves as an Executive Director, Partner, and Board Member having overseen the sale of the business to the largest PEO provider in the United States, Vensure Employer Services.

Helderman graduated from Lake Forest College with a Bachelor of Arts in Philosophy, has been a featured TED speaker, profiled in the New York Times, and is a member of YPO.

Producing Film in Today's Market: Opportunities & Challenges in 2023
May 21th at 3:00PM-4:00PM

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Kristin Harris
SVP Development and
Production
Vertical Entertainment

Kristin Harris has spent nearly two decades working across development, production, acquisitions and distribution. She is currently the SVP of Production & Development at Vertical Entertainment. She has held key acquisition, development, and production roles at Good Deed Entertainment, Starz Media, Overture Films, and Cinedigm Entertainment Group. Notable releases that she was involved include Short Term 12, Meadowland, The Men Who Stare at Goats, Sunshine Cleaning, Last Chance Harvey, Loving Vincent, The Visitor and Masters of Horror.

Kristin has spent time teaching at UCLA Extension, and maintains an active speaking and guest lecturing schedule, having participated in panels, mentorship programs and events at SXSW, Cannes, and LAFF. She is an alumna of UCLA where she earned her bachelor's degree in English Literature

Producing Film in Today's Market: Opportunities & Challenges in 2023
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Shaked Berenson
Producer

Shaked Berenson is a producer of over 30 films and serves on the board of the Independent Film and Television Alliance, alongside members Paul Hertzberg, Roger Corman, and Avi Lerner.

He was the Co-Founder and COO of Epic Pictures, a film, production financing and sales company which acquired the Horror site, Dread Central, an online publication which reviews all things horror. The acquisition created the Dread Originals horror banner for Epic.

Prior to Epic Pictures Group, Berenson served as Renegade Pictures' Director of Sales as well as the Director of Technology and International Relations for the Giffoni Hollywood Film Festival.

Producing Film in Today's Market: Opportunities & Challenges in 2023
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Jennifer Loren
Director
Cherokee Nation Film
Office

Jennifer Loren (Cherokee Nation) is an award-winning tn-host, filmmaker and senior director of Cherokee Film. In this role she sets strategy and oversees Cherokee Film Productions, Cherokee Film Studios, Cherokee Film Commission and the Cherokee Film Institute.

Jennifer passionately leads a staff of nearly 30 content creators and other staff, whose mission is to protect and share the authentic Cherokee experience, culture and history, through film, tv and the metaverse and to increase the presence of Native Americans in every level of the film and tv industries.

With a background in broadcast television and investigative journalism, Jennifer began working for her tribe in 2014. She co-created, produces and hosts the Emmy-award winning docuseries "Osiyo, Voices of the Cherokee People," which airs on PBS stations and is now in its 8th season.

In 2019, Jennifer helped the Cherokee Nation create and roll out the first certified Native American film commission to open in the United States, the Cherokee Nation Film Office (CNFO). Under her leadership CNFO created and maintains unique, online talent, crew and consulting directories featuring Native American actors, extras, voice actors, crew, cultural experts and other industry resources.

In 2020, Jennifer oversaw the buildout of a state-of-the-art 27-thousand square foot virtual production soundstage in the Cherokee Nation, which is used to create Cherokee and other Native content a well as provide much-needed infrastructure for the growing Oklahoma film industry. With the stage's XR technology, the Cherokee Nation became the first tribe to create Native content in the metaverse.

In early 2022, under Jennifer's direction, the CNFO accomplished yet another groundbreaking feat by offering the first-ever tribal film incentive program which is a \$1 million annual cash rebate program for hiring Native Americans and filming in the Cherokee Nation reservation.

Also in 2022, Jennifer began expanding original content for Cherokee Nation, producing feature-length documentaries and introducing a film and tv development branch to bring more Cherokee stories to mainstream media.

In 2022, Jennifer was named the Oklahoma Film ICON award by the state's largest film festival deadCenter Film. She has also been named Woman of the Year by Tulsa YWCA and the Tulsa Mayor's Office; Woman of the Year by The Journal Record; as well as a Great Plains Distinguished Lecturer by Tulsa Press Club. In the past ten years, she has earned 17 Heartland Regional Emmy Awards for her work in journalism and documentary film. She is a wife and mother to four young girls. She serves on many local and regional Boards and commissions including but not limited to the Booker T Washington High School Foundation for Excellence and is currently the Chairwoman of the Oklahoma Motion Picture Alliance.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
May 18th at 12:00PM-1:00PM

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Piera Van de Wiel
Producer
Stronger With Music

Piera Van de Wiel is an LGBTQI+ Producer, Singer-Songwriter, and Actor. She is also the founder of her company, Stronger With Music. Her work is founded on social impact, and she has partnered with global NGOs and the United Nations Spotlight Initiative. Her project USED was mentioned in the House of Lords at the Domestic Abuse Bill and also featured on CBS News and NBC News. STRIP CLARA won multiple Best Short Film awards, including Best Short Film at the London TV and Film Awards, and Piera was nominated for Best Actress at Golden Door International Film Festival. Piera was also named one of the Top 15 Artists Using Music to Promote Human Rights, alongside Bono, Sting, and Alicia Keys.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
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Marcel Mettelsiefen
Academy Nominated
Emmy & BAFTA winning
filmmaker

Marcel Mettelsiefen is a multi award-winning director, camera operator, photographer and producer. In 2017, Mettelsiefen was nominated for an Academy Award® in the Best Documentary Short Subject category for *Watani: My Homeland* at the 89th Academy Awards. He also won three EMMY Awards and two BAFTA, among other recognition.

His films on the Syrian civil war such as *Syria: Children on the Frontline* (2014), *Children on the Frontline: The Escape* (2016) and *Watani: My Homeland* (2016) have earned him critical appraisal and recognition.

Mettelsiefen studied political science and medicine at Humboldt University in Berlin. In his twenties, he worked as a photo-journalist, and has reported from throughout the Middle East and Afghanistan. He is the co-founder of the magazine, *Zenith*, one of the leading publications on the Middle East and the Arab world in Germany.

Since 2011, Mettelsiefen has been covering the Arab Spring and began reporting from within Syria in April 2011. Since then he has filmed and photographed within Syria more than twenty-five times. It was in Syria that he began documentary film-making. His documentaries from Syria have been aired on ARD, ZDF, Channel4, CNN, Al Jazeera and Canal+, ARTE and others.

Together with Mayte Carrasco (co-director) and Stephen Ellis (editor) he recently finished *Afghanistan, the Wounded Land*, a 4x52 Documentary Series, in co production with ARTE, NDR and Al Jazeera.

Mettelsiefen is co-owner and chairman of production company Unscript.

Canon Presents: In Conversations with Academy-Nominated, Emmy & BAFTA winning filmmaker Marcel Mettelsiefen + Cocktail Event
May 18th at 3:00PM-4:00PM

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Miranda Bailey
CEO
Cold Iron Productions

Miranda is the CEO of Cold Iron Pictures (*The Diary of a Teenage Girl* (2015), *Swiss Army Man* (2016), *Don't Think Twice* (2016)), *Being Frank* (2018), *Split at the Root* (2022), *June Zero* (2022), *The Unknown Country* (2022), *God's Country* (2022). Miranda is also the co-founder of the theatrical distribution company The Film Arcade and founder of Cherry Picks.

Producing Film in Today's Market: Opportunities & Challenges in 2023
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Martin I. Petrov
Festival Director
World of Film
International Glasgow

Martin I. Petrov is a film festivals professional, strategist and film events specialist based in London, UK. He is the founder and festival director at WoFF: World of Film International Festival In Glasgow, UK. Martin is also co-producing the Montreal International Animation Film Festival - Animaze for the past 5 years. Animation Day in Cannes, one of Animaze's ventures is the annual meeting spot for animation at the most prestigious film event, Cannes Film Festival. In 2017, Martin established the EuropeNow Film Festival, a travelling film festival in collaboration with Columbia University in the City of New York. With long experience in festival curation and event planning, Martin also works closely with distributors and young creators, tailoring festival strategies for independent filmmakers. He has long standing partnerships and collaborations with festivals, platforms and film media with global outreach including FilmFestivals.com & FilmDebate.co.uk. You can always find him at a film festival near you.

Authentic Stories: the Importance of Diversity & Inclusion in Film and TV
(Moderator)
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Kayvan Mashayekh
Producers without Borders

Attorney turned filmmaker, Kayvan Mashayekh, began his career by writing, producing and directing an epic, independent feature film called, "The Keeper: The Legend of Omar Khayyam," which Premiered at the Moscow Film Festival in 2005 and had a successful theatrical run in the US for 53 weeks in 14 separate cities.

Mashayekh was the winner of the Relativity Media Special Prize of \$25,000 at the 2007 Middle East International Film Festival in Abu Dhabi for his script "Batting for Palestine." One of the judges, Branko Lustig (legendary Oscar Winning Producer of "Gladiator" and "Schindler's List)," noticed him and subsequently took him in under his wing as an apprentice producer developing his slate of international, studio grade projects.

Being the beneficiary of a treasure chest of knowledge and experience, Mr. Lustig treated Kayvan like a son and taught him the soft skills an effective producer needs in handling complicated tasks in high pressure situations by learning to manage talented individuals in delicate environments. As a result of the knowledge he acquired, Mashayekh became a consultant to independent filmmakers.

He became a member of the Producers Guild of America in 2008 and was chosen as its Middle East Representative in the International Committee, working closely to develop an outreach program with the PGA's first ever Middle East Affiliate, The Royal Film Commission of Jordan. By creating workshops, seminars and events with RFC, the relationship has helped launch the careers of many talented producers in the region who have benefited from the bridge building nature and educational importance of cross border producing by PGA mentor members for over a decade.

In June 2018, Mashayekh was elected as Co-Chairman of the International Committee for the PGA. In that capacity, he has been proactive in globally branding the World's largest trade organization of Film, TV, and Multi-Media producers with a membership of over 8100. He has increased the membership of the specific committee of 175 members he Chairs by over 100% since taking over from his predecessors, proving that when people feel empowered and motivated by action and results, they will be engaged to participate and add value to the group.

The Evolution of Storytelling: AI, the Metaverse & ChatGPT

(Moderator)

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Sara Elizabeth Timmins

Sara Elizabeth Timmins is a savvy businessperson and producer whose gift for relationship and community building sets her movies apart. She established Life Out Loud Films in 2008 to create quality, inspiring impact films that champion women. Her films have been seen in theatres, HBO, The Hallmark Channel, Starz, Showtime and internationally. She has worked with Oscar & Emmy winning talent like Jane Seymour, Ellen Burstyn, Chris Cooper, Josh Lucas and Mackenzie Foy and writers like NY Times Best Selling Author David Baldacci. Every film has featured award winning talent and secured international distribution. She field produced the Emmy nominated HBO docu series McMillions for Mark Wahlberg's company which premiered at Sundance 2020 and is in development on several feature films and series. She is also a film consultant/coach, founding NO FILM SCHOOL. NO TRUST FUND. NO PROBLEM. in 2020 to create community, education, inspiration and motivation for indie filmmakers and has produced national campaigns for companies like Meyer Natural Foods & Laura's Lean. Sara Elizabeth believes she has a responsibility through film to spark conversations, that inspire action, that ignites change. She graduated Summa Cum Laude from Xavier University.

How You or Your Project Can Stand out in the International Market

(Moderator)

May 20th at 3:00PM-4:00PM

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Matt Pinnell
Lieutenant Governor of
Oklahoma

Matt Pinnell was elected as the 17th Lieutenant Governor of Oklahoma on November 6, 2018. Pinnell is President of the Oklahoma State Senate and serves on multiple constitutional boards and commissions. He is also Secretary of Tourism, Wildlife and Heritage on Governor Kevin Stitt's cabinet.

Pinnell is the chief marketer of Oklahoma and spends much of his time promoting tourism, Oklahoma's third largest industry. In partnership with the Oklahoma Tourism and Recreation Department, he launched the Oklahoma Fishing Trail, Oklahoma Road Trip, and the pandemic driven "OK Here We Go" campaigns, which have generated more than \$91 million in revenue since 2019.

Pinnell is a recruiter for companies and productions looking to move to Oklahoma. He partners with the Oklahoma Film + Music Office to attract movie and television productions to the state. He also hosts the Annual Lt. Governor's Turkey Hunt, a two-week event that showcases Oklahoma to prospective out-of-state companies and site selection representatives.

As an entrepreneur himself, Pinnell champions small business growth. He serves on the Oklahoma Department of Commerce committee focused on small business growth, entrepreneurship, and workforce development. In 2022, he launched 'A Look at Oklahoma CareerTech,' a video interview series that showcases the education and employment opportunities the state's CareerTech system provides.

Matt has an advertising degree from Oral Roberts University. He lives in Tulsa with his wife of 20 years and their four children.

Film and Tourism Panel Discussion

May 19th at 1:00PM-2:00PM



Doug Bourgeois
Assistant Secretary of
Tourism
Louisiana Office of
Cluture Recreation and
Tourism

Doug Bourgeois has worked for the Louisiana Office of Culture Recreation and Tourism in various roles over the past 20 years. From Domestic and International Marketing and Promotions to Rural Tourism Development, Doug has worked to build and promote the interrelationship between tourism and cultural heritage in the state he loves.

He presently serves as Assistant Secretary of Tourism for and represents CRT on numerous boards and commissions including the Mississippi River Country, The Louisiana Board of International Commerce, Travel South USA, Louisiana Tax Free Shopping Commission and the United States Travel Association.

Film and Tourism Panel Discussion

May 19th at 1:00PM-2:00PM



Michelle Chang
Managing Partner
Ramo Law

Guiding and supporting production companies and creatives from conception to completion, Michelle Chang represents production companies, producers, distributors and others in bringing their films, documentaries, commercials, new media and short form content to market.

Recently named among Variety's [2020 Legal Impact Report](#) transnational attorney honorees, Michelle focuses on financing and distribution legal and general counsel services for production, sales, distribution and post-production companies. Her representative clients include Boardwalk Pictures, Hunting Lane Films, The Solution Entertainment Group, Vantage Media International, Vice Media, Image Nation, Scout Productions, and Campfire Film & TV.

Film Finance Strategies and Methods

May 20th at 1:00PM-2:00PM



Alfred Cervantes
Executive Director
Houston Film
Commission

Alfred Cervantes, Executive Director of the Houston Film Commission and a native Houstonian, has worked in the film industry in various capacities since 1992. As a freelance crew member, some of the movies he has worked on are Reality Bites, The Chase, Jason's Lyric, Powder, and Apollo 13. His role with the film commission is to promote the greater City of Houston & Harris County area to film/TV/media producers, production executives and independent filmmakers, to scout locations, and to facilitate any production's local filming experience.

USA Film Commissions Tax Incentive Programs

May 18th at 1:00PM-2:00PM

Happy Hour with Houston, Texas

May 22th at 4:30PM-6:00PM



Kate Edwards
CXO and Co-Founder
SetJetters

Kate Edwards is the CXO and Co-Founder of SetJetters, a film tourism app, as well as an award-winning 30+ year veteran of the game industry, who as the CEO and principal consultant of Geogrify pioneered content culturalization in games. She is also the former Executive Director of the International Game Developers Association (IGDA) and the Global Game Jam organizations. In addition to serving in several board and advisory roles, she is also a geographer, writer, corporate strategist – and a lifelong “SetJetter.” In 2021, she was included in the Forbes’ “50 Over 50” Vision List and was also inducted into the Women in Games Hall of Fame.

Film and Tourism Panel Discussion
May 19th at 1:00PM-2:00PM



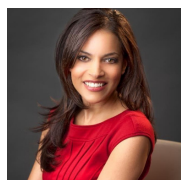
John Daugherty
Executive Director
Film Columbus

John Daugherty has been film commissioner in Columbus for eight years. He has worked even longer to foster growth in the Ohio film industry. His commitment to tirelessly expanding the Ohio Motion Picture Tax Credit (OMPTC), providing resources for local filmmakers, holding scriptwriting competitions for teens, and being a champion for the local film industry proves his commitment to the city of Columbus and Ohio.

In 2017, John was instrumental in doubling the OMPTC from \$20 million to \$40 million. In 2023, he has been spearheading the push to expand the credit again and provide incentives for capital improvement projects, building out infrastructure across Ohio to spur even more growth in the industry.

John was a volunteer and an instrumental partner in forming the first annual Indigenous Filmmakers Lounge at the 2020 Sundance Film Festival. Recognized by the Sundance Institute as an official Sundance Event, the lounge provided a place for networking, speakers, and panels. Conversations centered around the need for the film industry to help those in underserved communities break into film and filmmaking.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM



Danette Tull
Production &
Communications
Manager
Nevada Film Office

Danette Tull is the Production & Communications Manager for the Nevada Film Office, a division of the Governor’s Office of Economic Development (GOED). The Nevada Film Office (NFO) markets the state’s diverse locations and promotes Nevada as a premier destination for productions, including feature films, Television, Documentaries and many other forms of programming. Along with the GOED, the NFO strives to diversify the Nevada economy through the entertainment industry by driving business to local vendors, creating employment opportunities, developing young talent, and promoting tourism to Nevada through exposure on the big and small screen.

At the Nevada Film Office, Ms. Tull’s work focuses primarily in the area of Public and Community relations; however, her passion for the local community keeps her involved in all aspects of the operations. Working closely with major productions, Danette directly has a hand in films, television series, and commercials featuring Las Vegas and Nevada, driving economic benefits, tourism and promoting our state. She works closely with student filmmakers and the University of Nevada, Las Vegas Film School, College of Southern Nevada, and Nevada State College to ensure that the next generation of Nevada filmmakers has all the possible opportunities to become successful. Danette also recognizes the under-representation of women in the film industry and has worked closely with on campus groups such as UNLV Cinefemmes and serves as Executive Producer & Board Member for the Nevada Women’s Film Festival and Advisory Board Member for the Cordillera International Film Festival.

She independently also founded the Nevada Film Group on Facebook, a social networking group with over 5K members and created the office’s FILManthropy charitable giving initiative where members of the Nevada Film Community give back to local charities.

Danette received a Master’s degree in Library Science from the University of North Texas, She holds a Bachelor’s Degree in Foreign Languages from the University of California, Riverside. She is fluent in Spanish, Italian, Japanese and English and has lived and traveled abroad.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM



Jeanette Stanton
Director
Oklahoma Film +
Music

Jeanette Stanton is the current Director of the Oklahoma Film + Music Office (OF+MO) and has served the agency in multiple roles since 2014. A graduate of the University of Oklahoma, Stanton brings program management across public, non-profit, and private sectors as well as experience in governmental affairs supporting motion picture, television, music, and commercial production state-wide. Her previous experience in marketing and business development assists her in leading a team to build dynamic relationships and drive economic impact for film and music. During her time with OF+MO, Stanton has worked to support film & television production in Oklahoma from companies including NBC Universal, Apple, Lionsgate, Viacom CBS/Paramount, Disney/FX, A24, and many more. In addition to her work at OF+MO, Stanton has enjoyed previously volunteering with leadership and various professional development groups.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM



Allison Whitmer
Film Commissioner
Montana Film Office

For over 20 years, Allison has been involved in filmmaking – beginning with the Robert Redford classic, *The Horse Whisperer*. A member of the Directors Guild, Allison's filmography includes 30+ movies and numerous television and documentary credits. Notable credits include the adaptation of the Native American breakthrough novel, *Winter in the Blood*, penned by the acclaimed author James Welch; *Certain Women*, which brings the everyday stories of Montana women to life; and *Walking Out*, which captures the very real consequences of interacting with the Montana wilderness. Over her career she has worked with many clients in Print (Valentino, Italian Vogue), Sports (SLC Olympics), and Commercials (Ford, Toyota, Jaguar). She is a graduate of Montana State University with degrees in Media and Theatre Arts and Consumer Economics.

As the Montana Film Commissioner, Allison is an expert in the business aspects of filmmaking. She strives to market Montana as an Ultimate Location and prove the value of our industry through economic reporting, managing incentive programs, and advocating for Montana filmmakers.

Allison emanates the generational knowledge and spirit of her pioneer grandparents and possesses a love of open spaces. She actively promotes historic preservation and youth education, especially in her home area of Montana – the Fort Peck Indian Reservation.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM

Film and Tourism Panel Discussion
May 19th at 1:00PM-2:00PM



Katie Pryor
Executive Director
Baton Rouge Film
Commission

Katie Patton Pryor is the Executive Director of the Baton Rouge Film Commission since appointed by Mayor Sharon Weston Broome in April 2017. She is responsible for promoting Baton Rouge worldwide as a location for film and television. Katie works to attract, retain, and grow the creative economy and industry support.

Katie is an adjunct professor at the Louisiana State University film program. Her university course focuses on industry trends, the social impact of screen storytelling, and the economic power of representation in film.

Katie is the co-founder of Film USA, a national 501(c)6 trade organization of state and regional film commissions across the USA. Katie serves on the Board of the Louisiana Film and Entertainment Association and was appointed by Gov. John Bel Edwards in 2022 to the Louisiana Naval War Memorial Commission.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM



Tony Armer
Film Commissioner
and Director
Creative Industries for
Dallas, TX

Tony Armer is the Film Commissioner and Director of Creative Industries for Dallas, TX. From 2014-2022 he was the Film Commissioner for St. Petersburg Clearwater, Florida. He is the Co-Founder of Film USA, a National non-profit organization and the first National Association of United States Film Commissions in the Country.

He is an Award Winning Filmmaker and the Founder of the internationally acclaimed Sunscreen Film Festival. Tony works closely with studios, producers, film distributors and sales agents to package films for sales and distribution at markets and festivals around the world.

USA Film Commissions Tax Incentive Programs
May 18th at 1:00PM-2:00PM

Happy Hour with Dallas, Texas
May 21th at 4:30PM-6:00PM

Happy Hour 2 with Dallas, Texas
May 23th at 4:30PM-6:00PM



Jonathan Olsberg
Founder
SPI

Jonathan founded SPI in 1992 and has guided the company to its present position as one of the leading consultancies for the global creative industries.

His work as executive chair ranges across all areas of the firm's expertise and he has led the company's expansion, with clients now in many parts of the world. Jonathan's previous roles in production, distribution and finance have facilitated SPI's practical understanding of the screen sector that helps deliver focused consultancy services to governments and businesses around the world, including a large proportion of repeat clients.

Jonathan's current and recent projects include advising a special committee, established by New Zealand's Prime Minister, tasked with creating a 10-year strategic framework for the development of the screen sector of Aotearoa-New Zealand; presenting SPI's economic impact studies to the Australian government in Canberra; and leading an SPI team on advising on the availability of incentives, studios, workforce and film commissions in dozens of jurisdictions around the world for a major US streaming client.

Following a first career in international finance, Jonathan has been in the film industry for the last 40 years. He has experience as a producer and executive producer, distributor in the USA and international sales agent.

Jonathan is a member of the British Academy of Film and Television Arts (BAFTA), the British Screen Forum and the European Film Academy.

Film and Tourism Panel Discussion

May 19th at 1:00PM-2:00PM



James Cole
Chairman and CEO
JASCO Group

James Cole, Jr. is an American producer and investor in films, theatrical productions, literary projects, and financial assets. Over the past decade, James has produced and executive produced feature films, short films, and documentaries that have screened at festivals around the world, including at Sundance, Tribeca, and BFI Flare.

James also currently serves on the Board of Directors of AIG, a global insurance organization.

During the Obama administration, James was confirmed by the US Senate and served as the US Deputy Secretary of Education. James was the first African American partner at the New York law firm of Wachtell, Lipton, Rosen & Katz.

James has a passion for education and is the President and Founder of Jasco Philanthropies, and also serves on the Board of Directors of Jumpstart, which provides language, literacy, and socio-emotional programming for preschool children from under-resourced communities, as well as several other impactful philanthropic organizations.

Film Finance Strategies and Methods

May 20th at 1:00PM-2:00PM

Hyphen Productions: Dissecting the Role of a Producer + Cocktail Event

May 20th at 4:00PM-6:00PM



AJ Leon
Founder
Misfit

AJ Leon is an author, designer, international entrepreneur, philanthropist, speaker, conference producer, filmmaker, investor, world traveler and the founder of Misfit.

Hyphen Productions: Dissecting the Role of a Producer + Cocktail Event

May 20th at 4:00PM-6:00PM



Melissa Leon
VP
Misfit

Melissa is VP at Misfit and leads the entire Misfit team on all things operational. She serves as Managing Director of our marketing agency, as well Creative Director at Misfit Productions. She loves adventure, dancing and margaritas.



Tava Sofsky
Director of Cherokee
Film Commission
Cherokee Nation Film
Office

Tava Maloy Sofsky serves as director and film commissioner for the Cherokee Nation Film Office (CNFO). Sofsky left her post as director of the Oklahoma Film + Music Office in 2022 to join CNFO, which is based in Tulsa, Oklahoma. During her tenure serving the state for more than eight years, Sofsky oversaw Oklahoma's \$30 million annual film incentive program and helped expand the state's top-rate talent, crew base and infrastructure to include four Oklahoma Certified Sound Stages and more than 25 Film Friendly Certified Communities statewide. Under her leadership, OF+MO was named an Oklahoma Film ICON by deadCenter Film, and Sofsky's team was honored to receive the award for Outstanding Film Commission at the 2022 Location Managers Guild International Awards. Sofsky brings more than 23 years of industry-leading experience to her new role supporting the mission and strategic growth of CNFO and oversees the film incentive and educational and mentor programs, among other initiatives in the tribal film office. Sofsky, a citizen of Cherokee Nation and an Oklahoma native, began her film career in Los Angeles after earning a bachelor's degree in film and media studies from the University of Oklahoma. She has worked on major motion pictures, independent features, and several national commercials, establishing an impressive network of filmmakers and talent, including Doug Claybourne, Francis Ford Coppola, Steven Spielberg, Anthony Hopkins, John Travolta, Jennifer Lopez and many studio executives such as Jay Roewe (HBO), Mary Ann Hughes (Disney) and Michael Walbrecht (Warner Bros.).

CNFO is a branch of the umbrella organization Cherokee Film, led by Senior Director Jennifer Loren. Both Sofsky and Loren serve on the board of the Oklahoma Motion Picture Alliance.

Cherokee.Film – The mission of the Cherokee Nation Film Office is to increase the presence of Native Americans in every level of the film and television industries, while creating economic opportunities and jobs in the Cherokee Nation – a 14-county reservation area in northeast Oklahoma. CNFO also created and maintains unique, all-inclusive talent, crew and consulting online directories featuring Native American actors, extras, voice actors, crew, cultural experts, and other industry resources.

USA Film Commissions Tax Incentive Programs

May 18th at 1:00PM-2:00PM



Dave DeBorde

Dave DeBorde is an award-winning filmmaker whose experience in the industry is long and varied. DeBorde, was a producer on the romantic feature, Old Fashioned, which enjoyed a theatrical release for Valentine's Day 2015' and won multiple awards after its initial festival run. In June of 2012', DeBorde directed the feature film romantic comedy, Marriage Material, which stars Victoria Jackson (SNL alum) and Maddy Curley (Stick It). Always expanding the borders of his professional experience, Dave completed a full season as the showrunner for the reality TV show, Soccer Moms of Tampa Bay, which has received critical praise in the industry. Dave was hired to write and produce, In a Good Place Now, which is based on the last hurrah by the Godfather of Swamp Pop, Warren Storm, and Louisiana singing sensation, Yvette Landry. Dave recently secured a development deal with a Nashville-based producer for his own original script, Opening Night at Ricos. Rico's is a murder-mystery dark comedy which takes place in 1978 Manhattan, at the height of Disco. DeBorde, is a popular lecturer and moderator on the Film/TV industry and regularly speaks at the biggest festivals in the world: Cannes, Sundance, SXSW, and Sunscreen FF. One thing DeBorde is even more passionate about than moviemaking, is his wife and four energetic kids!

I've got a movie! Now what???

(Moderator)

May 17th at 1:00PM-2:00PM

Film and Tourism Panel Discussion

(Moderator)

May 19th at 1:00PM-2:00PM

Film Finance Strategies and Methods

(Moderator)

May 20th at 1:00PM-2:00PM

Producing Film in Today's Market: Opportunities & Challenges in 2023

(Moderator)

May 21th at 3:00PM-4:00PM

USA Film Commissions Tax Incentive Programs

(Moderator)

May 18th at 1:00PM-2:00PM

Today's Film Packaging and Sales/Acquisitions Landscape

(Moderator)

May 19th at 3:00PM-4:00PM

The Pitchfest

(Moderator)

May 21th at 1:00PM-2:30PM

Screenwriting: Making your Screenplay Bulletproof and Readt to Sell

May 22th at 1:00PM-2:00PM