



MICHAEL SADOWITZ

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EXPERIENCE

BRAIN POPS **Chief Executive Officer**

- VR - **New York City • March 2019 – Present**

- Responsible for managing VR production facility, operations, and personnel
- Budget productions ranging from \$250K - \$5MM
- Create unique custom-designed 900 sq ft VR capture apparatus
- Recruit Emmy & Tony award winning talent; liaison with agencies
- Prepare executive summaries, revenue projections, financial models, cap tables, A/R, P&L, balance sheet, income statements, etc.
- Assess market analytics, focus groups, and international audience surveys
- Serve as investor relations, corporate documentation, and accounting



Vice President, Creative

New York City • November 2014 – Present

- Create brand strategy, and engaging consumer marketing campaigns
- Key Performance Metrics and analytics-based strategic implementation
- UI development & marketing strategy for B2B/B2C apps
- Produce informative vehicles for consumer adoption



Technical Director, VR

New York City • February 2016 – April 2019

- Strategic reorganization of HBO's Digital Production Services Department
- Entrusted with setting yearly benchmark initiatives and VR spending
- Founded and oversee in-house virtual reality production operations
- Outfitted Manhattan production studio with hardware, software, workflows necessary for VR production; established VR infrastructure and processes from the ground up
- Established internal/external partnerships to promote technological efficiency and innovation; HBO's overall virtual reality efforts have engaged over 350,000 fans, gaining over 1.5 Billion media impressions, and growing
- Trained internal staff; Emmy-Award winning artists, designers, and senior programmers to produce interactive and immersive experiences in new software applications
- Produced/managed HBO's first in-house 360 stereoscopic VR promos
- Orchestrate and document pipeline production process and create and implement best practices guide for VR workflows

HELLO!

Nice to meet you! I'm an entertainment professional, media executive, and business owner with a background in tech, content, and VR production. Check out my website for my TEDx presentation on "Looking Beyond."

SKILLS

AVID	Autopano	Autodesk
JavaScript	Unity	SteamVR
Adobe CS	After Effects	Final Cut
Premier Pro	Python	HTML/CSS
MS Office	Writing/Editing	Directing

FEATURES

- Speaker, AI and Consciousness, Togetherwox
- Speaker, TEDx Lincoln Center: *Looking Beyond* (2018)
- Director, Actor, Producer, & Editor, *Panorama* (devised play improvised by 8 actors and staged for VR) featured in Gallatin Arts Festival 2016, New Media & Visual Arts
- Director of Photography, Writer, VR Short Film for 360Fly Contest
- First Assistant Director, To New Beginnings
- Actor, NYU Tisch Meisner Summer Intensive Studio Productions
- Director, Actor's Playground School of Theatre
- Stand Up Comic, Seth Rogan's 2014 Hilarity For Charity
- Youth Leader/Performer, Tannen's Magic Summer Camp
- Founder & Stand Up Comic, Improv Troupe

EDUCATION



NYU

B.A., New York University, May 2016

Gallatin School of Individualized Study
NYU Tisch Meisner Studio, Open Arts Studio
Association of Writers & Writing Programs
Media Research Lab • Sigma Phi Epsilon