

RACHEL BRILL

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- Implement strategic BizDev initiatives including developing franchises for the B/R app, YouTube, Instagram, Snap, TikTok, NBA on TNT and 3rd party linear negotiations and distribution
- Cross-functional partnership with Turner Sports leadership on the 2020 NBA return (The Bubble) and NBA on TNT strategy during covid, working alongside brand marketing and sales to streamline content, maximize revenue and reach/engagement
- Partner with B/R Branded and NBA marketing on integrations for ad sales partners and programming experiences (NBA on TNT, NBA All Star Weekend, *Super Bowl Gridiron House*)
- **Executive Producer on B/R and TNT: *The Arena, The Match Pre-Game, Underrated***

2018-2019 **EPIX, an MGM Company** **Beverly Hills, CA**

Senior Vice President, Head of Documentary and Unscripted Original Programming

- Develop premium non-fiction sports, true crime, music and pop culture slate, including identifying and securing A-list talent, production companies, co-production partners, and IP adaptations
- Pitch and strategize international co-production partnerships, leading creative deal point strategy
- Leverage network to cultivate groundbreaking pitches, navigating competition from HBO, Netflix, Showtime
- Guide editorial on pilots, presentations and series with 20-30MM annual content budget; on-site for shoots to develop the visual aesthetic and narrative style with director of photography and EPs
- Launch EPIX's first day-date sports original series, *NFL: The Grind, hosted by Rich Eisen*
- **EP Credits on EPIX/MGM+: *Punk*, Helter Skelter, Sex Life, Unprotected Sets, Fall River***
**Five-time Leo Awards winner*

2015-2018 **Whalerock Industries** **West Hollywood, CA**

Executive Producer & Head of Original Television Programming and Whalerock Studios

- Operationalize a digital transformation studio business from ground up with independent P&L, to produce content for owned and operated apps (Kardashian apps, Tyler the Creators' GOLF app) plus white label ecommerce product launches, short-form content, live-streaming and digital experiences for clients (Disney, Viacom, SiriusXM)
- Co-create and produce unique formats to organically highlight brand initiatives and drive awareness (*QUIZney* for Disney, *Ritual* for Amazon Prime's Thursday Night Football)
- Manage and foster development of Emmy-award winning creatives
- Conceptualize new IP, content, digital experiences and business development efforts for client procurement
- Lead content-based consulting strategy for SiriusXM's evolution beyond audio into video and digital formats
- **EP Credits: *Quizney, Ritual, Nuts + Bolts, Getting Younger, NashChat, KKW Beauty Tutorials***

2011-2015 **TBS & TNT, Turner Broadcasting System, Inc.** **Burbank, CA**

Vice President, TNT & TBS Unscripted Original Television Programming, 2013-2015

- Promoted after overseeing development and production of 12 unscripted projects in 18 months (*Cold Justice*, Boston's Finest, King of the Nerds, Deal With It, Marshal Law: Texas, The Hero, 72 Hours**) **award-winning*
- Manage small development team (Director, Manager, Coordinator)
- Meet with show producers, production managers and creative executives in budget and production meetings
- Evaluate outlines, scripts, pilot/trailers to ensure alignment; lead creative notes, facilitate cut approvals
- Vet show budgets, cost reports and schedules, work with post-production to ensure all delivery of cuts and assets, notes calls, provide feedback internally and externally on viability and risks
- Oversee product integrations or other sales initiatives in conjunction with Ad Sales
- Manage on-set to evaluate work-flow, budgets, format, creative and potential problems both domestically and abroad
- Coordinate internal departments including creative, marketing, press, business affairs, legal, and finance

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ADDITIONAL PROFESSIONAL EXPERIENCE

- Vice President of Unscripted Development & Branded Content: ZOO Productions, Inc. - on the small team creating and developing the global franchise –distributed and locally produced in 120 countries–, *“Are You Smarter Than a Fifth Grader?”* and the series that launched Chelsea Handler and Ken Jeong’s careers

EDUCATION

- Singularity University (2023) - Digital Transformation & Exponential Technologies
- Bachelor of Science in Broadcasting & Political Science: University of Miami, Florida
 - o Minor Studies in Sports Medicine, go Canes!

ACHIEVEMENTS

- Summited 17 Country high peaks
- 5x Leo Award Winner, projects recognized by DGA, Emmys, WIN Awards, Critics Choice Real TV Awards
- Mountaineering the Seven Summits

LEADERSHIP PRINCIPLES

- Driven, indefatigable
- Transformation leveraging brand voice
- Audience/fan obsession
- Earning trust
- Solutions-focused, earning that Yes
- 29,029ft visioning and ground-floor execution
- Calculated risk-taking
- No ego
- Culturally aware and ethical
- Collaborative

CORE COMPETENCIES

- Direct to consumer, B2C, B2B
- Partner and client management
- Global Business Development (deal structure)
- Original content development
- Global for local sensibilities
- Non-fiction storytelling
- Scaling content x commerce media operations
- Podcast & IP Adaptations
- Strategic planning
- Revenue strategy, P&L
- Talent recruitment
- Branded Entertainment
- Production slate management

PORTFOLIO

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