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## The 2002 Top 100 Producers

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- **Bill Hernandez**

**Company:** Nike

**Location:** Beaverton, OR **Age:** 46

**Title:** video producer/project manager

**Applications:** sales/marketing, training, presentation, education

As Nike's only fulltime producer/shooter/editor, Hernandez is a self-described "one-man band" whose primary focus is producing video content for the company's intranet. "My main goal is to inform all our global Nike employees about what a cool place this is to work," he says. "I feel pretty lucky to be where I am." Hernandez started out in television, working as a cameraman/editor in a variety of markets before landing at Nike in 1996. His projects often require travel: He recently visited Korea and Japan to cover soccer's World Cup, and produced a 12-part Winter Olympics series from Salt Lake City. "What I love about the way technology is changing is going to New York, shooting a tennis fashion show at NY Nike town, editing that night with Avid Xpress DV v.3 on a laptop, and putting it up on our Nike shared drive so 22,000 employees have access to it the next day," he says.



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• **Karen Nguyen**

**Company:** Intel **Location:** Santa Clara, CA **Age:** 27

**Title:** producer

**Applications:** sales/marketing, training

Nguyen says what sets her apart is her habit of, and insistence upon, risk taking. "I ask videographers to do things that at first make them cringe," she says. "For example, once I made a camera crew put the camera on a dolly in an area that probably wasn't wide enough for a dolly. But it worked out." The secret to getting buy-in from her crews? "A lot of pleases and thank-yous—and a good lunch."

wide enough for a dolly. But it worked out." The secret to getting buy-in from her crews? "A lot of pleases and thank-yous—and a good lunch."



• **Joel Galbraith**

**Company:** Brigham Young University Center for Instructional Design

**Location:** Provo, UT **Age:** 33

**Title:** instructional designer/streaming media product manager

**Applications:** education

With a substantial background in film and video, Galbraith found it a natural next step when he moved into his current role as instructional designer at Brigham Young. "My video background has taught me the importance of engaging one's audience," he says. He applied this principle when he recently produced a basic accounting course on CD-ROM, combining lecture video, an outline of the material in each lesson, and step-by-step animations of the course materials. "I find interactive video applications much more interesting than presentational video," he says. "My emphasis has shifted over time from the message itself to innovations with ways in which the message and media is interacted with by users." Galbraith, who joined the BYU staff in 1993, has produced and/or directed a number of award-winning videos for the university.



• **Tim Kolb and Mike Syverson**

**Company:** Kolb Syverson Communications

**Location:** Appleton, WI

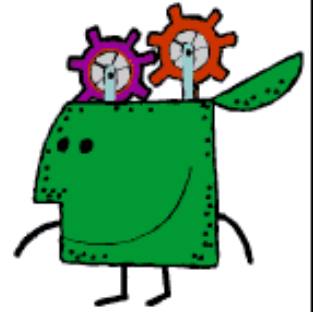
**Ages:** 55, 36

**Titles:** producer/director, producer/communication architect

**Applications:** sales/marketing, training, presentation, education

The 20-year age difference between Kolb and partner Syverson has proven to be a bonus for this successful production company, whose project list—which includes everything from a truck-driver training video to a recruitment presentation for a regional investment firm—reflects the diversity of the two principals. "The technology we have today is an incredible equal-opportunity catalyst," says Kolb, who procured his first Pro Tools system in the '90s and has been working digitally ever since. But as Syverson points out, all the high-tech gear in the world won't matter much if you misread your client. "Until you know what their real needs are, you can't solve their communication problems," says Syverson. "You've got to listen, listen, listen. If we talk more than 10 percent of the time during that first client meeting, we've made a serious blunder."

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• **Ted Murphy**

**Company:** MindComet

**Location:** Maitland, FL **Age:** 26

**Title:** president/CEO

**Applications:** sales/marketing, presentation



At 18, Murphy maxed out his credit card in order to launch his own advertising agency. Within three years, he was catering to mega clients such as Marriott and Bank One. Cashing out in 1999, Murphy used the proceeds to launch his current company, interactive agency MindComet. At the ripe old age of 26, Murphy is once again on the fast track, with Burger King, Heineken and Macy's leading a long list of stellar customers. "I think the most interesting aspect of my career is the age at which I first set out on my own," says Murphy, who handles the entire spectrum of production duties including copywriting, video editing and 3D animation. The key to building a successful enterprise like MindComet, says Murphy, is to simply never stop building. "With MindComet, each day represents a new challenge and a chance to create a new solution. For me, it's the one project that never ends."



• **Carl Levine**

**Company:** Creative Bubble

**Location:** New York City **Age:** 53

**Title:** executive producer/principal

**Applications:** sales/marketing, training, presentation

A veteran with 25 years' experience as a producer, writer and marketer within the video and the multimedia industry, Levine formed Creative Bubble in April 2001 when he and other senior employees of the former Internet company iXL, Inc. purchased the company's Digital Video Group. At Creative Bubble, Levine is in charge of the Digital Media Solutions (DMS) division, which produces Internet, Webcasting, multimedia, CD-ROM and DVD projects. "Our specialty is providing digital video solutions for our clients' communication and business needs," he says. "One of my biggest jobs is to take the input and feedback from individuals and channel it so we stay on target for our clients. It's very exciting to me to be able to produce cost-effective, interactive multimedia solutions, which were technically impossible or cost-prohibitive to clients earlier in my career."



• **Jim Bradley**

**Company:** CitiMedia **Location:** New York City

**Age:** 43 **Title:** creative director

**Applications:** training, education

Bradley works within Citigroup's independent media unit, CitiMedia. The mission of this group is to conduct in-depth interviews with financial leaders that are distributed over several online portals. "The objective is to give deeper analysis than what you can currently get in 30-second sound bites," Bradley says. As a part of a small team, Bradley is responsible for the look of the pieces, handles some producing and all editing, and even creates all the music.



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• **Greg Voevodsky**

**Company:** Powerfloe Network **Location:** Portola Valley, CA **Age:** 35

**Title:** DVD producer **Applications:** sales/marketing, training, presentation, education

E-commerce has helped level the playing field for many an aspiring entrepreneur—and independent producer Greg Voevodsky is no different. “The Web has been the greatest marketplace for independent DVD producers,” notes Voevodsky, who uses online retailers like Amazon and eBay to move original products like the popular relaxation video “Hawaiian Dream/Waves: Virtual Vacations.” The sales data and demographics provided by Amazon helped Voevodsky secure a deal with big-time distributor Slingshot Entertainment. “At the same time, eBay allows me to market directly to the customer and get valuable customer feedback and information,” says Voevodsky. “Now my products are available to customers all around the globe, at any time.”

• **David Johnson**

**Company:** Dreamlab

**Location:** Dallas, TX **Age:** 44

**Title:** technical coordinator

**Applications:** sales/marketing, training, presentation, education



Johnson is known and regarded for many things, not the least of which is his unique ability to communicate complex technical information in layman’s terms. “This allows me to act as a liaison between our clients and our



development teams, between the technical team and the graphic design team, and in my role as information designer, between the client and their audience,” he says. At Dreamlab for seven years, Johnson brought 10 years’ experience in interactive development and production to the table. He and his Dreamlab team recently produced an interactive game called “Super Safe Kids” for 3rd- to 6th-graders, a project for the organization

Learning for Life. “I think our work at Dreamlab is set apart by the fact that we have been able to consistently combine top-quality graphic design and user experience with a strong technical foundation,” he says.

• **Kevin Serfass**

**Company:** Blackwood Motion Graphics

**Location:** Hamilton Square, NJ

**Age:** 41 **Title:** president

**Applications:** sales/marketing, training, presentation, education

“I believe there is really no excuse for bad design,” says Serfass, whose specialty is designing and producing educational CD-ROMs and videos for kids, grades K-12. Learning from “the school of hard knocks,” Serfass started as a 3D animator 10 years ago and has since taught himself everything he knows about graphic design, audio engineering and other aspects of multimedia work. Working with tools such as Electric Image and Hash’s Animation:Master, Serfass creates cutting-edge interactive learning programs for businesses and schools, such as the recent “Career Ideas for Kids Roadmap” for Cambridge Educational. “Having two children

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of my own, I clearly understand the need for better educational products, and use what I know to try and make that a reality," he says.



• **Michael Danese**

**Company:** Air Products and Chemicals, Inc.

**Location:** Allentown, PA Age: 47

**Title:** supervisor, video production and audio-visual services

**Applications:** sales/marketing, training, presentation, education

A major player at Air Products for the past 17 years, Danese had a leading role in the development of VisionAir, a business television satellite network linking

60 AP locations around the world. Danese also helped create the company's WebCast system, which lets AP employees view live and archived video programming from their PC workstations. His affiliation with Media Communications Association International gave Danese the opportunity to work on Steven Spielberg's Survivors of the Shoah Visual History project, and helps him stay connected with top professionals in the communications industry. "Technology is important to our profession," maintains Danese, "but working with and for the right people is more important. In this regard, I have been very lucky."

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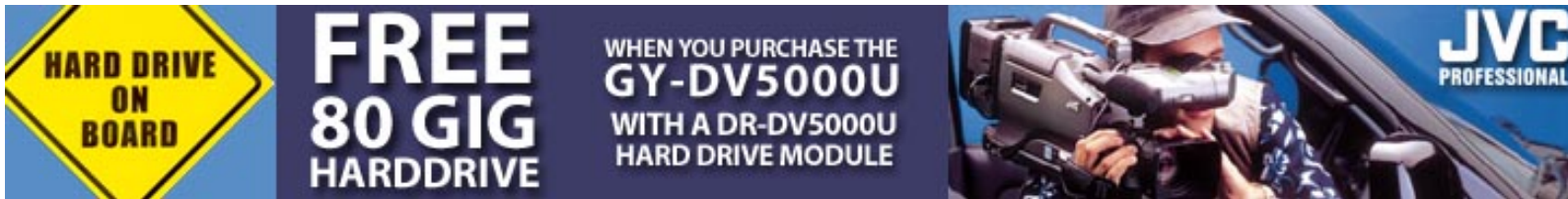
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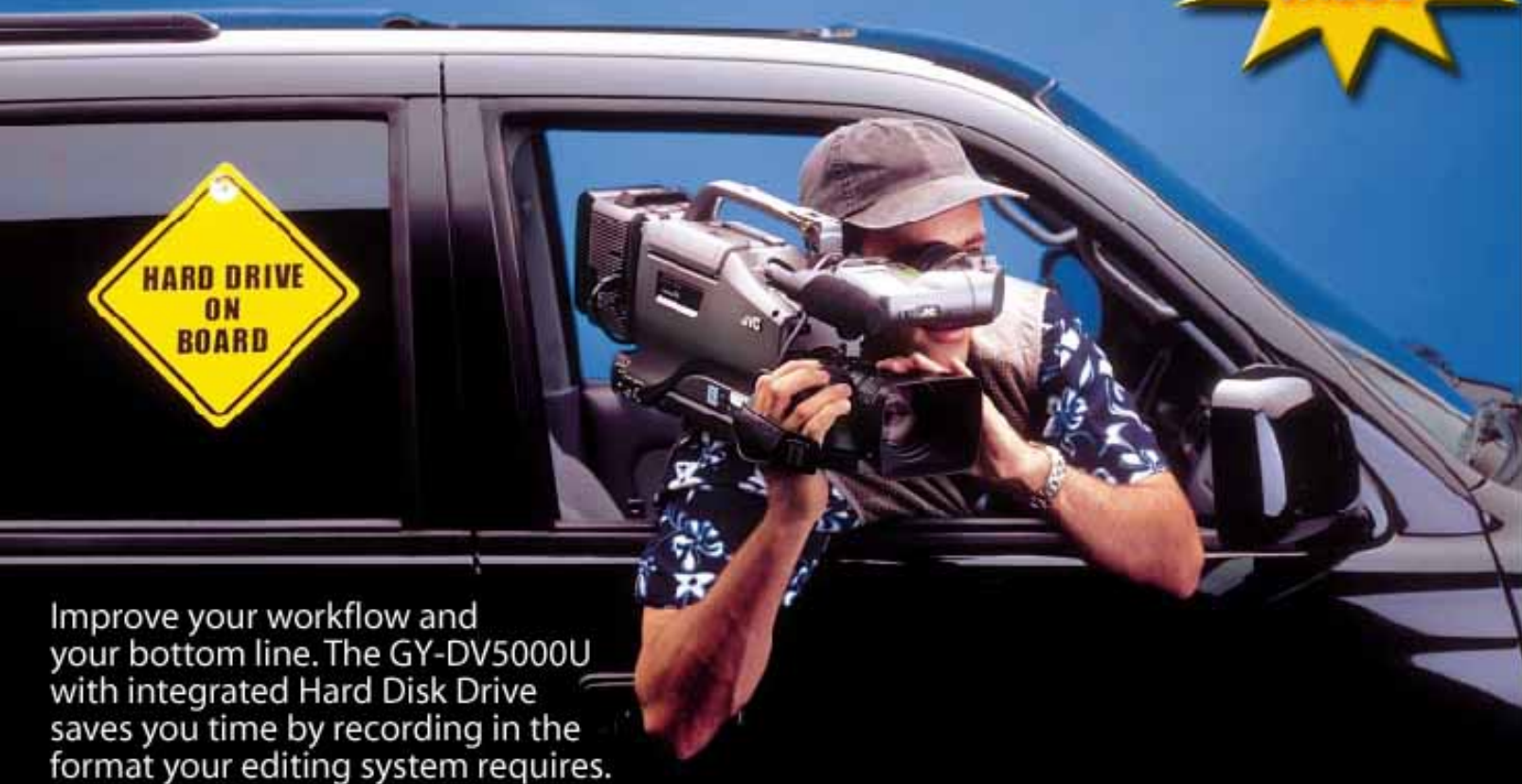
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