

John M. Brimelow

Resumé



Link to biographical info:

<http://brimelow.info/JohnsWebLog/>

John M. Brimelow

Impresario

Brimelow knows the production process. He learned it from the ground up. As he made his way through the production ranks, he learned what worked and what didn't. He knows from experience that if you give everyone involved in the production process a clear picture of the outcome you're seeking and a roadmap to follow, you will reap the rewards.

President and founder of a world-class production company specializing in conceptualizing and creating major internal and external public and corporate projects for Fortune 500 companies and leading non-profits.

Brimelow combines original thought with precision management to create innovative and provocative communications programs that embody clients' core identities and exceed clients' expectations. John has created some of the biggest-in terms of scale, scope, budget and talent-live events ever produced.

He possesses a unique inside-out perspective of the creative process. He has a masterful understanding of all forms of media, new and old.

Brimelow is a proven leader who has inspired unparalleled results from employees by imparting a keen understanding of how to achieve a high standard of excellence. He developed industry-changing best practices that continue to define the way successful events are produced.

Experience

Atamira Communications, President, Founder, Atlanta, GA – 2002-2007

Founded a communications/PR company. Company focused on national strategic public and media relations for corporations, NGOs and non-profits. Responsible for all company business matters, account supervision and strategic planning, as well as vendor management and client relations.

Atamira Productions, President, Founder, Atlanta, GA – 1992-2007

Developed programs that strategically dovetailed with corporations' short and long-term marketing goals. Gave clients unparalleled service, gleaned multi-year contracts, exponential growth and a preponderance of profit margins over 50%.

Managed more than 600 vendors and independent contractors on single engagements. Specialized in creating major corporate events for Fortune 500 companies. Responsible for all company business matters, as well as all creative direction, vendor management and final job implementation. Ability to glean a deep understanding of a company's identity and mold that understanding into compelling live experiences.

Developed best of class production management protocols and tools that ensured client satisfaction, budget adherence and strategic asset allocation.

GM/EDS Teleconferencing, Project Manager, Atlanta, GA – 1988-1992

Managed video conferencing services, client relations, quality assurance, pre-show and on-site project management. Met many of the people here who would later become long-time clients of his production company.

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Selected Works

Coca-Cola Company • Diversity Initiative Kickoff

Having just settled a diversity lawsuit, Coca-Cola wanted to stage an event that celebrated diversity and illustrated the company's understanding of the issue. In two days, Brimelow developed the creative and strategic plan which prescribed an environment that immersed attendees in authentic cultural experiences. Attendees polled leaving the show said it was the biggest and best Coca-Cola sponsored event they had ever attended and they felt they'd just experienced the *real* world of Coke.

Susan G. Komen Foundation • Public Relations and Branding Strategy

Created strategy for The Susan G. Komen Foundation to gain public and political support and recognition for policy initiatives and scientific findings. Developed strategic plan to ghostwrite a policy book for founder Nancy Brinker, produce documentary videos to supplement policy initiatives and, most importantly, to create a separate Komen Institute from which this information would flow.

ChoicePoint • Creating a Thought Leader

Created a strategic program designed to create an image of the company CEO as an industry thought leader. Developed multi-pronged program using all forms of media to show company and CEO Derek Smith were thought leaders in the industry. Created a measurable impact on sales and earnings.

Kraft Foods • Due Diligence Meeting and IPO Road Show - U.S. and Europe

Created the forum for Kraft's due diligence meeting in the Salomon Smith Barney building in New York's financial district effecting a facelift on the banker's two-story auditorium. The environment set the stage for enthusiastic reception by the country's most important bankers of presentations by the presidents of all Kraft's divisions and the co-CEOs. Atamira went on to produce the Kraft IPO Roadshow, which re-created the same experience for bankers all over the world helping lead Kraft to **the most successful IPO** ever.

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Selected Works (continued)

Kraft Foods • Shareholders Meeting

After the successful deployment of the fourth largest IPO in history, created and produced Kraft's first Shareholder's meeting. Worked with key executives to present earnings, management announcements and proxy results to shareholders. The event was broadcast worldwide to all Kraft's international locations and to partner investment firms via a live television uplink.

BMW Manufacturing AG • International Press Introduction of the Z3 Roadster

Design and management for a 9 week ride and drive press introduction of the Z3 Roadster to the international automotive press featuring morning presentations by top management and engineers followed by a journalist "ride and drive". The event leveraged the journalist's experience into overwhelmingly positive coverage for the new sports car.

BMW Manufacturing AG • 100,000th Z3 Celebration

Creation of a "thank-you event" from management to employees for achievement of a manufacturing milestone. Designed around the then empty structure built to house production of the X5 SUV. The celebration for the 2000 employees and their families featured two bands, top company officials, the couple who purchased the 100,000th car and an indoor fireworks show. The employees felt appreciated and honored by the event. Photos of the event graced BMW Manufacturing's holiday cards that year.

Philip Morris Companies Inc. • Annual Shareholders' Meeting (13 years)

Beginning in 1992, consulted with Philip Morris Companies to create a more streamlined and professional production of their annual shareholders meeting. Created a solution for a smoothly staged presentation using meshed elements of theater and television to provide an exemplary production which was broadcast around the world. The broadcast featured interactive Q and A from remote locations. One of the more interesting aspects of the production design was creating an atmosphere of openness while guarding the interests of top executives of the corporation.

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Education

University of South Carolina, Columbia, SC
Bachelor of Media Arts Degree, Minor in Fine Arts
*all costs of education were self-supported

Skills

Software

Adobe CS4 Suite
Microsoft Office Suite
Final Cut Studio
LiveType
Electric Image 3D Animator
Vectorworks
Intaglio
Apple Server
Quickbooks Pro

Pro Bono

Zoo Atlanta Fundraisers
Brand Atlanta Launch Campaign
“Golfing Across Mongolia” Andre Tolme
Ansley Golf Club Charity ProAm
Judge: United States Space Command Media Competition 2009

Associations

I.A.T.S.E.
American Film Institute
USC Alumni Club Lifetime Member
USTA
International TV Professionals
ThoseInFilm (Motion Pictures & Film Industry)
Experiential Marketing Network
University of South Carolina Alumni Network
Media & Entertainment Professionals