

MICHAEL COOPER

South Pasadena, CA 91030

www.linkedin.com/in/michaelcooper5

626.616.0677

cooperprods@aol.com

CREATIVE EXECUTIVE

Global Branded Live Entertainment Pioneer

Passionate professional with great success creating global licensed live entertainment programs that entertain, create new brand fans, enhance brand affinity and drive positive revenue. Highly adaptable, and responsive to fast changing situations, skilled at delivering cost-effective solutions. Recognized motivator and collaborator of colleagues and teams, who strives to create cohesive, successful productions from the ground up.

Creative Development | Licensing | Executive Producing | Directing

PROFESSIONAL EXPERIENCE

DISNEY CHANNEL, Burbank, CA

2018

Creative Consultant to Producing and Creative teams for live stage national touring production of Disney Jr. Dance Party on Tour!

20th CENTURY FOX, Los Angeles, CA

2014 – 2017

Director, Global Live and Touring Entertainment

Business Development, Creative Development, Production and Management of licensed branded worldwide live and touring entertainment with Executive Producer responsibilities for national and international touring live stage shows, ice shows, arena productions, exhibitions, animated art exhibits, mall and festival productions, plus branded live entertainment within Fox World theme parks.

MATTEL, INC., Los Angeles, CA

2005 – 2014

Sr. Producer, Worldwide Live Entertainment

Created, developed and managed Mattel's worldwide live entertainment program with full Executive Producer responsibilities for national and international touring productions of branded live stage shows, symphony orchestra productions, mall and festival productions, interactive museum and touring exhibitions, and global character appearance programs featuring characters from Mattel brand portfolio.

- Strategically mapped global organizational structure and procedures, leading to development of new live entertainment division.
- Increased revenue by creating additional licensed Consumer Products categories with new boilerplate license agreement specific to live entertainment.
- Delivered efficiencies by identifying capable production companies worldwide, negotiating and executing licensed agreements.
- Streamlined processes by managing executive approvals on all creative elements submitted by Licensee, including concept, script, casting, set design, costume design, lighting design, and music.
- Led cross-functional management between Licensees and international Mattel subsidiaries, increasing cross-promotional opportunities and overall profits.
- Executive-produced high profile, quality live entertainment productions, resulting in greater affinity for Mattel brands, and generating multi-million dollar revenue streams.

CLEAR CHANNEL ENTERTAINMENT, New York, NY**2004 - 2005****Show Scout**

Conducted analytical reporting on west coast live theatrical workshops and productions of interest for further development by live theatre division of Clear Channel Entertainment.

- Gathered firsthand intelligence / data by representing Clear Channel Entertainment at events.
- Influenced Clear Channel Entertainment's overall consideration on which shows to back by delivering clear, concise analytical show reports.

WARNER BROS. CONSUMER PRODUCTS, INC., Burbank, CA**1999 - 2004****Creative Director**, Live Events

Created, developed and managed Warner Bros.' worldwide live entertainment program with full responsibility for overall Live Events department vision, operation and production.

- Built new live entertainment division by defining worldwide organizational structure and procedures.
- Designed boilerplate license agreement specific to live entertainment, resulting in additional licensed Consumer Products categories.
- Created efficiencies by identifying capable production companies worldwide, negotiating and executing licensed agreements.
- Streamlined process by managing executive approvals on all creative elements submitted by Licensee, from concept, script, casting, set design, costume design, lighting design, and music.
- Led cross-functional management between Licensees and international Warner Bros. subsidiaries, increasing cross-promotional opportunities.
- Executive-produced high profile, quality live entertainment productions in 25 countries worldwide, creating additional source of positive revenue and greater affinity for WB brands.

ADDITIONAL RELATED EXPERIENCE**WARNER BROS. TELEVISION**, Burbank, CA**Development Associate**

Served as Development Associate for Independent Television Producer and Director, coordinating all factions of development of television projects, including 'Sisters', NBC Dramatic Pilot and Series and 'It Had To Be You', CBS Comedy Pilot and Series.

CENTER THEATRE GROUP, MARK TAPER FORUM, Los Angeles, CA**Assistant to Director**

Assisted Tony award-winning Director / Producer, Gordon Davidson, on the world-premiere production of 'Traveler in the Dark', by Pulitzer Prize-winning playwright Marsha Norman.

THE CANYON THEATRE ENSEMBLE, Los Angeles, CA**Producing Artistic Director / Board Member**

Produced and directed world-premiere productions and play-readings for award-winning 501(c)3 theatre arts organization.

SIERRA MADRE PLAYHOUSE, Sierra Madre, CA**Director / Board Member**

Served on board as member of Artistic Committee and directed 2 award-winning plays for AEA 99-Seat Plan 501(c)3 theatre arts organization.

EDUCATION

Bachelor of Fine Arts in Directing (BFA), Illinois Wesleyan University, Bloomington, IL

Bachelor of Arts in Pre-Medicine (BA), Illinois Wesleyan University, Bloomington, IL