

## **Nicholas R. DeMartino**

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***A visionary pioneer in the development of breakthrough media, DeMartino provides strategic consulting services for creative businesses, producers, nonprofits, philanthropists and educators.***

**Visionary** – Proven ability to analyze media and technology developments in order to build programs that leverage the next big thing in media markets as diverse as independent film, cable television, portable video, digital video production, interactive television, the Internet, web video, and social media. Named #3 in Hollywood Reporter's Digital 50. Twice listed as one of L.A. Business Journal's top technology executives.

**Architect** – Created more than a dozen programs and companies, including conferences, speaker series, innovation labs, training centers, online businesses, educational programs, production companies, and consulting practices.

**Fundraiser** – Has secured more than \$100 million from corporate sponsorships, earned revenue, foundation and government grants, and donations; as part of business development, has negotiated and executed hundreds of deals and contracts.

**Producer** – Experienced producer and manager of all types of media, including TV documentaries, advertising, print collateral, articles and books, social media, conferences, websites, blogs, CRM systems, enterprise networks, complex database and web applications, and marketing campaigns.

**Communicator** – Exceptional communicator, inspiring internal teams to high standards & building alliances with thousands of stakeholders, funders, practitioners, funders, collaborators, and the public.

### **Employment History**

1990 – 2010. The American Film Institute, Los Angeles, CA Top-tier manager of America's leading cultural and educational nonprofit for film & media. Responsible for leading enterprise strategy; operating all tech-based programs and admin units (25 people, \$7 million budget); providing industry-wide leadership in new media, via programs like AFI Digital Content Lab.

- 2005 – 2010. Senior Vice President, Media & Technology
- 2000 – 2005. AFI Associate Director & Director of AFI New Media Ventures.
- 1994 – 2000. Director, Strategic Planning
- 1993 – 1994. Director, AFI Advanced Technology Programs
- 1991 – 1993. Director, AFI-Apple Computer Center for Film and Videomakers
- 1990 – 1991. Director, AFI Cinetex

1983 – 1989. Labor Institute of Public Affairs, Washington, D.C. Co-founded media production subsidiary of AFL-CIO. Managed production, distribution, and marketing of dozens of video, film, videoconferencing, cable, theatrical, radio, advertising, and print productions.

1980 -1982. Signature Video Enterprises, New York, N.Y. Production and consulting services, clients include: WNET, WGBH, WNYC, ACLU, Aspen Institute, Markle Foundation, and independent producers.

1977 - 1980. Staff, Carnegie Corporation of New York. Principal staff writer of Commission's report, *A Public Trust*. Co-directed research and co-wrote companion study entitled *Keeping PACE with the New Television*. Author of foundation study that inspired the formation of the ITVS (Independent Television Service).

1976 - 1982. Independent documentary producer. Credits include *SITCOM: The Adventures of Garry Marshall* (1978); *The New Klan* (1977); *Nuclear Power: The Public Debate* (1979); *Abortion: Right to Choose or Right to Life?* (1979); *None of the Above* (1980); *So Far, So Good* (about the Carter Administration, 1979). Awarded INDIE from Association of Independent Film/Video for lobbying efforts that established three major independent production funds for independent producers.

1972 - 1977. Washington Community Video Center, Washington, D.C. Executive Director. Founded the first U.S. community-based portable video production and training center. Editor & publisher of quarterly *TeleVISIONS Magazine*.

1970 – 1971. Editor, College Press Service

1968 – 1970. Journalist, *Louisville Courier-Journal and Times*

1970. University of Louisville, Louisville, Kentucky. B.A. in Humanities, with honors

1972. Antioch College, Baltimore, Maryland. M.A. in Media Arts.