

### VISIONARY BUSINESS ACCELERATOR & INNOVATOR

#### EXECUTIVE PROFILE

*“I am the “The Master Mixer,” expertly blending business, entertainment, the arts, and education to create innovative new products and the next level of success—often in untapped or unimagined areas.” ...Andy Waterman.*

##### **Entrepreneur, Executive & Business Strategist**

Led multiple businesses through startup, growth, crisis, M&A, and culture change while exceeding objectives for revenue, operational performance, profitability, and shareholder value. Driven by challenge, motivated by success, accomplished in “leadership under fire.” Balance business acumen and guerilla finance skills with technological orientation, creative flair, and personal style.

##### **Entertainment Industry Expert & Edutainment Pioneer**

True “Hollywood savvy”—deep, broad, extensive, and successful industry experience over 20+-year career. Profiled frequently in industry magazines including *Variety*, *Billboard*, *Hollywood Reporter*, *Mix Magazine*, *Post Magazine*, and the website *Allmusic.com*. Reputation within and outside the industry for thought leadership, innovation, professionalism, creativity, trend awareness, timing, wit, sense of humor, and a realistic, yet non-cynical attitude.

##### **Consultant & Advisor to World Class Companies**

Initiated, secured, cultivated, strengthened, managed, and retained powerful C-level executive relationships within Fortune and world-class enterprises—Disney; Universal Studios; CBS, NBC, ABC, FOX, and HBO; McDonalds; Boeing; Home Depot; Sea World; Six Flags; Warner Bros; McGraw-Hill; Princess, Carnival, and Crystal Cruises; Harmon International, and some of the largest advertising agencies in the world. Full Rolodex of contacts and extensive list of solid, long-term industry relationships.

##### **Business Development, Product Marketing / Management & Technology Specialist**

Conceptualized, developed, launched, and managed high-quality entertainment and breakthrough edutainment products, services, technologies, and projects, as well as brand and product extensions to create sustainable revenue streams. Known as a leader in leveraging emerging and converging technologies to achieve commercial success in an aggressively competitive industry.

##### **Award-Winning Creative Director & Producer**

Won globally recognized awards for artistry and craft, including Grammy and Emmy nominations—most recently in 2004. Experienced expert in creative direction; media production; all aspects of postproduction, soundtrack, and recording direction; script development; and casting. Credits include work on thousands of hours of internationally broadcast television soundtracks, over 100 feature films, thousands of national and regional television and radio commercials, over 500 music albums, and 20 years as recording producer for the largest catalogue of educational children’s music in the world.

##### **Team Builder, Mentor & Leader of Creative Professionals**

Recognized for extraordinary success in scouting, attracting, persuading, motivating, mentoring, and inspiring talented and creative people—actors / performers, designers, artists, musicians, directors, post-production staff, script writers, and technical personnel—by fostering collaboration and creativity while rewarding performance excellence.

---

## MANAGEMENT & CREATIVE QUALIFICATIONS

Triad of skills is translatable to native environment of entertainment, media, and the arts, or to any business situation that requires creativity and passion blended with real-world business ability to create profit, spur growth, and manage change.

##### **Creative Side**

Creative Direction & Production  
New Media & Edutainment  
Music, Sound & Voice Over  
Technology Innovation & Integration  
Casting & Scripting  
Talent Scouting & Mentoring

##### **Business Side**

Vision, Strategy & Execution  
Growth, Crisis & Change Management  
P/L & Operations Management  
Capital Raising & Gorilla Finance  
Operations & Project Budgeting  
Strategic Alliance & Merger/Acquisition

##### **Product Side**

Product Development & Commercialization  
Marketing, Packaging & Branding  
Consultative & Relationship Sales  
Contract, Legal & Regulatory Matters  
Internal & External Consulting  
Team Building & Leadership

---

## EXECUTIVE EXPERIENCE

**CEO / Creative Director ■ ENTEK CENTERS, INC., Los Angeles, CA**

**2003 to Present**

### Corporate Profile

Private firm focused on reinventing entertainment technology sector's middle tier. Provide management / marketing consulting and business advisory services focused on merger, acquisition, alliance-building, and rollup strategies / transactions. Retained by entertainment / edutainment companies in eleven major US cities, Brazil, Japan, New Zealand, and Canada.

### Executive Scope

Vision and full P&L accountability / decision-making authority (reporting to investors and stakeholders) for strategy, capital, finance, budgets, costs, new business, marketing, sales, technology, due diligence, deal-making, contracts, customer relationships, investor relations, and legal affairs. Concurrently manage business and creative activities for **Andy Waterman Productions** ([www.andywatermanproductions.com](http://www.andywatermanproductions.com)) operating as a division of ENTEK. Lead team of up to 15 personnel in management, sales, marketing, production, and technology roles. Build and direct creative teams of up to 150 freelance professionals.

### Business Initiatives & Successes

- Originated / executed merger strategy for Bakery Digital Sound & Vision (20-year history) and Entourage Studio (25-year history), creating Entourage 5.1. Led post-transaction business integration, reinvented / revitalized new organization, developed business / marketing plans, communicated new message / brand, inspired culture change.
- Exceeded strategic business objectives, doubled annual billings, and delivered ten-fold increase in bottom-line profitability within year one.

### Deals & Creative Projects

- Closed company's largest single deal, a McGraw-Hill edutainment project that brought over \$1 million to AWP and became the single largest revenue source for E51.
- Received 2004 Emmy nomination ("Best Original Score") for production of "Line of Fire" soundtrack for ABC weekly television show. Earned Grammy nomination for production of Wayne Bergeron's CD "You Call This a Living?"

**Chief Executive Officer ■ BAKERY DIGITAL SOUND & VISION, North Hollywood, CA**

**1989 to 2003**

### Corporate Profile

Leading boutique entertainment technology and postproduction services company specializing in soundtrack productions for television, motion picture, theme park, new media, publishing, advertising, and music industries. Annual revenue over \$3.5 million, 20 full-time employees, roster of 200+ gifted freelance artists.

### Executive Scope

Full P&L accountability for strategic direction, finance, marketing, operations, human resources (business, technical and creative talent) relationship building, technology innovation, project management, contract administration, and customer service / satisfaction. Led core management team of 25 and directed activities of as many as 250 creative / technical personnel working on concurrently running projects.

### Business Initiatives & Successes

- Authored initial business plan and utilized creative financing leading to successful capitalization—\$1 million + in traditional, private equity, and innovative financing, netting 25% profitability within four years. Conceived / executed marketing plan that delivered rapid growth from \$0 to \$2+ million within four years.
- Led company through flux of growth, crises, (embezzlement, major client's bankruptcy, labor dispute, post-9/11 industry decline, investor buyout), and change (downsizing, restructure, physical relocation, and ultimate merger.)
- Created / sustained high-energy business environment based on egalitarian, principled, "reward for performance" values. Enrolled creative personnel in company strategic planning sessions and rewarded all employees to share in company's vision, mission, and goals.

### Deals & Creative Projects

- Distinguished company as innovator in production / postproduction services to global leaders in entertainment and edutainment—Walt Disney, Universal Studios, CBS/Viacom, GE/NBC, AOL/Time-Warner, music publishers, new media companies, major corporate events hosts, others.
- Championed shift in corporate technology strategy from investing in "latest and greatest" to combining emerging and converging technologies with changes in existing work paradigms.

## PRODUCTION EXPERIENCE

Producer (West Coast & Los Angeles) ■ **HAL LEONARD CORPORATION (HLC), Milwaukee, WI 1983 to Present**

### Corporate Profile

Global leader in music education publishing generating \$150+ million annually through sales offices and dealer networks worldwide including largest revenue-producing website for direct sales of music education materials.

### Professional Scope

Serve as HLC's Hollywood representative holding complete autonomy for production, supervising HLC's signature talent, and aiding in acquiring new business, negotiating contracts, administrating budget, hiring talent, and managing projects. Produce, cast direct, co-write, edit, and administer budgets for recording projects ranging from \$250,000 to \$750,000.

### Management Successes

- Generated \$1 million in new revenue (for AWP) while assisting HLC fulfill a \$10 million contract with McGraw-Hill, positioning HLC as a new product line royalty partner, and carving out HLC's competitive position in the emerging entertainment sector.
- Triggered creation of new labor category / scale by structuring and negotiating agreements with AFTRA and AFM to allow major movie, record, and TV show talent to work on edutainment properties.

### Deals & Projects

- Recording Producer, *Music Express Magazine*—Selected out of all of HLC's international production talent to produce industry-leading bimonthly edutainment magazine distributed to 16,000+ school districts.
- Co-Producer, *Spotlight on Music*—One of four producers selected by executives of McGraw-Hill / Hal Leonard for recorded edutainment productions for \$10 million, nine-volume program.
- Selected by McGraw-Hill (from all McGraw-Hill / HLC producers) to produce (as creative director, producer, and technical leader) an innovative infomercial promoting / marketing *Spotlight on Music* to a \$500 marketplace.

## DISTINCTIONS, AWARDS & AFFILIATIONS\*

\*Partial group. Complete credit list available upon request.

- **Three-time Grammy nominee. Emmy nominee**, including 2004 “**Best Original Score**” ABC TV's “Line of Fire”
- **CLEO Award**, for “Pura Veda,” National Hispanic Coors advertising campaign, (team award), 1995.
- **Fifteen ADDY Awards** for various regional ad campaigns including, Harley-Davidson and McDonald's.
- **Two-time cover feature**, “Mix Magazine,” 1990 and 1998.
- **Recognition for sound production** on Universal Studio's “**Island of Adventure.**” Extensive coverage in *Amusement Business Magazine* (leading theme park industry journal) for involvement with “Island of Adventure.”
- **Originator and presenter** (lectures, radio interviews) of “**Five Key Points to Managing Creative People**” – defining strategies, persuasive, motivational techniques.
- Contractor and supervisor of **language and cultural translation services for film, TV, broadcast commercials, theme park development, and edutainment projects** in: Spanish (all cultural variations), Portuguese (Brazil), Japanese, Thai, Korean, Hawaiian, Indonesian (various dialects), Russian, German, French, Mandarin Chinese, Cantonese Chinese, Norwegian, Swedish, Danish, Greek, Hebrew, and Arabic.
- Member, **CEO Club** and **TEC—The Executive Committee** (#1 global resource for small- to mid-company CEOs).

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Bachelor of Science – Music Education, NORTHERN ILLINOIS UNIVERSITY, DeKalb, IL**

Notable: “Most Outstanding Student” in Music Department. Only student member of the Faculty Brass Quintet.

### Professional Development

- Management Roundtables, CEO Club. / Four-day retreats facilitated by Dr. Joe Mancuco. / TEC executive roundtables.
- “Quantum Leap Strategies” Merger & Acquisition Seminars. Three, two-day programs taught by Dan Pena, former Wall Street investment banker and energy industry CEO.
- E-Business Training. Two, two-day seminars led by best-selling *E-Myth* business author, Michael Gerber.
- “Making the Most of What You've Got.” Two, two-day seminar retreats led by Jay Abram, marketing guru and nationally known business author.