

# **KIM NOBLE**

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## **Executive Producer**

### **GOODBY TRAINED INTEGRATED PRODUCER WITH 20 + YEARS AS A RESPECTED BUSINESS LEADER.**

Award winning independent producer with close entertainment industry relationships worldwide. Ability to execute highly complex productions with tight budgets and schedules, while maintaining project's creative integrity and synergy. Experienced building and running 3 production departments from the ground up.

- \* **Project Development: TV, Film, Animation & New Media (web, interactive, digital)**
- \* **Maximizing Brand Exposure & Sales: Excellent influencing and presentation skills, media placement, securing celebrity endorsements, and corporate sponsorships**
- \* **Team Leadership: Open, honest, collaborative and inspiring**
- \* **Department Management: Hiring, training and nurturing careers of broadcast staff**
- \* **Budgeting & Contract Negotiation: Managing \$5M+ production budgets & \$2M talent contracts**
- \* **Multi Faceted Projects: Integrating CG, animation, 3D modeling, animation & graphics into film**
- \* **Creative Problem Solving: Delivering smart solutions diplomatically and effectively**

#### **PROFILE**

Kim Noble is an executive level broadcast producer, marketing expert and public relations consultant with proven success in the worlds of advertising, film, and high fashion. Since 1988, Kim has created award winning campaigns for leading worldwide brands including; Sega, Motorola, Miller Lite, Pepsi, TNT, and Got Milk?

Her worldwide experience includes managing multi-million dollar productions in Europe, Australia and South America. She has secured celebrity talent including Spike Lee, Michael Bay, Ben Stiller, Sascha Baron Cohen, Kanye West, Beyonce Knowles, Pink Floyd, The Simpsons cast, and numerous professional sports stars. Her awards include several One Show and Clios, including the original Got Milk? campaign for Goodby Silverstein & Partners.

Beginning in 2001, Kim leant her branding expertise, celebrity connections, and large scale production background to the high fashion industry, producing several shows for Mercedes Benz -NY Fashion Week. For 8 seasons, she's helped launch the careers of Tracy Reese, producing her first show in Bryant Park, and Ruffian, winners of the 2006 FGI Rising Star award. She continues to consult in fashion public relations, and coordinate shows for Luca Luca, Custo Barcelona and 'Project Runway's, Malan Breton.

What Kim is best known for is her integrity, creative ideas, 'anything is possible' attitude, and infectious spirit. Working independently for many years has allowed Kim to develop her own projects, like the eco documentary, 'Ride to Sustain,' and an independent feature film in 2008. Kim has eye for identifying and developing new artistic talent, from shooting with first time director Kinka Usher, (1999's DGA Award winner,) to successful fashion designer Tracy Reese.

## EXPERIENCE

**Kirshenbaum Bond/West and Anderson/Lembke, 1996-98** Clients from scratch for agencies Leagas Delaney, Kirshenbaum Bond/West and Anderson/Lembke, all in San Francisco. She has hired and managed every level of talent from senior producers to the audio visual engineers. Kim has collaborated with, and produced for managing partners including Jeff Goodby, Chuck McBride, Ty Montague, Lee Garfinkle and David Apicella. She has produced 2 independent features, 8 seasons of NY Fashion Week, and cultivated professional relationships with over 40 agency freelance clients worldwide.

### **Freelance Executive Producer 2003-Present**

**JWT, NY:** JetBlue Airlines, Macy's

**ELEMENT 79 PARTNERS, CHI:** Capital One

**PUBLICIS, NY:** BMW, L'Oreal, Garnier

**SAMSUNG - In house**

**SAATCHI LA-Toyota**

**SPIKE-DDB, NY:** TNT, Pepsi

**BBDO, NY:** Cingular

**SS+K, NY:** Time Warner, Road Runner

**AVON - In house**

\*Directed all phases of broadcast production from storyboard through execution for TV and New Integrated Media platforms. Launched Macy's 2006 re-branding effort executing over 100 commercials. Negotiated first endorsement deal of Sascha Baron Cohen as "Ali G" with Spike Lee directing. JetBlue campaign on cover of *Creativity's* 'Creative Marketers' issue. Pepsi, Time Warner, JetBlue and Road Runner commercials featured in *Shoot*, *Creativity*, *Adweek Best Spots* and short listed at 4 award shows.

### **Freelance PR & Event Planner 2006 - 10**

**MERCEDES BENZ/OLYMPUS FASHION WEEK, NY**

**BRAND WRANGLER**

**Designers:** Luca Luca, Ruffian, Tracy Reese, Custo Barcelona, Malan Breton

\*Consulted directly with designers inside ateliers creating and executing brand image. Instituted brand initiatives, secured editorial media coverage, developed and executed marketing plans. Produced all aspects of the show including; running the live event, model casting, fittings, seating charts, negotiating celebrities, press attendance, on camera interviews.

### **Executive Post Producer, Marketing & PR Director 2007 - 08**

**DOCUMENTARY:** "Ride to Sustain"

A companion piece to "An Inconvenient Truth," this feature length documentary follows the trials and tribulations of a 22 year old's 110 day cross country bike ride as he interviews CEO's, farmers, and professors about sustainable energy solutions.

\*Developed and directed all phases of editorial process. Attached \$750K gratis editorial company, music, and graphics companies using industry connections. Negotiated corporate sponsorships, organized celebrity fund raisers, film festival entries, and upon completion, the film's promotion at Sundance and Cannes.

### **Senior Producer 1999 - 02**

**OGILVY & MATHER, NY**

**Clients:** Miller Lite, Motorola, Kodak, Northwest Airlines, AT&T, Kimberly Clark, Kraft, GTE.

\* Launched Miller Lite campaign and evolution of brand architecture.

\* Executed Motorola's award winning 'Hello MOTO' commercials.

\* Developed international Northwest Airline campaign directly with CCO Rick Boyko and Japanese CEO.

**Freelance Head of Production 1996 - 98**

**LEAGAS, DELANEY, San Francisco:** Adidas, Sebastiani Vineyards

**KIRSHENBAUM & BOND/WEST:** IHOP, Mervyn's California, Mother's Cookies

**ANDERSON & LEMBKE:** Match.com

\* Launched US Adidas campaign with Tim Delaney. Built broadcast production departments for three new agencies during dotcom era. Created and implemented pioneering production protocol guidelines, manuals and new media talent contracts.

**Executive Producer/Partner 1996**

**PINCH FILMS, SF**

**Independent Feature:** *"Between Somewhere and Salinas "*

\*Developed and produced independent feature from screenplay to screen with former Goodby colleague..

**Producer 1992 - 96**

**GOODBY, SILVERSTEIN & PARTNERS, SF**

\*Produced numerous award winning TV and radio commercials with best creatives in the industry.

**Clients & Directors:** Got Milk? – Michael Bay, Sega - Ben Stiller, Founders Club Golf - Kinka Usher, Major League Baseball - Jeff Goodby & Alaska Airlines.

**Creative Teams:** Jeff Goodby, Rich Silverstein, Erich Joiner, Bob Kerstetter, Harry Coccio, Sean Ehringer, Chris Hooper, Tom Routson, Chuck McBride, Joe Shands, Bo Coyer, Al Kelly, Jeremy Postaer & Paul Venables.

**Associate Producer/Audio Visual Room Co-Manager & Editor 1988 - 91**

**LEVINE, HUNTLEY, SCHMIDT & BEAVER, NY**

\*Intensive broadcast training as assistant producer to Head of Production, Bob Nelson. Agency swept One Show in 1990. First agency showcased in One Show retrospective.

**Clients:** Subaru, Maidenform, Ethan Allen, Frito-Lay, Beneficial Savings, Dreyfus, Trump Taj Mahal.

**Creative Teams:** Lee Garfinkle, Sal Devito Tony Degregorio, Rochelle Klein, Leslie Sweet, Amy Borkowski, Kevin Donovan, Tod Godwin, Cathy Campbell, James Offenhartz & Larry Goldstein.

**EDUCATION**

**1985 - 88 Syracuse University, Syracuse, NY**

S.I. Newhouse School of Public Communications

Major: Advertising Minor: English Literature and TV, Radio & Film

Division I Varsity Rowing

**1983 - 85 Trinity College, Hartford, CT**

Major: History

Division II Rowing

**AWARDS**

One Show, Communication Arts, Clio's, SF Show, 3 *Shoot's Top Spot*, 8 *Adweek Best Spots*, 5 featured in *Creativity*. On staff at 3 of *Adweek's 'Agency of the Year.'*

**BEYOND WORK**

I am an avid skier, sailor, equestrian and reader. Played two years Little League baseball the year they passed Title IX. Captain of high school undefeated varsity lacrosse team. Five year volunteer for God's Love We Deliver, bringing hot meals to the doors of people living with AIDS.

*Reel available on [www.kimnoble.tv](http://www.kimnoble.tv) and references upon request*

