

BIO

DAVID MCFARLAND

MEDIA / ENTERTAINMENT & CREATIVE EXECUTIVE
FILM & TV PRODUCER/WRITER/STORYTELLER
SOCIAL IMPACT ADVISOR
MANAGEMENT & BRAND DEVELOPMENT
MENTAL HEALTH / SUICIDE PREVENTION EXPERT
PUBLIC SPEAKER
SOCIAL ENTREPRENEUR

DAVID MCFARLAND is an accomplished media, entertainment & creative executive, strategic advisor, award-winning producer/writer for film & television, and sought-after public speaker. In his work, David brings together cultural influencers, powerhouse brands, funders and coalition partners not just to create groundbreaking original content, but also build sustainable movements that deliver social impact, successful business/revenue driven strategies, and measurable value across media platforms/product portfolios.

His demonstrated successes build on decades of experience in business, social impact and media & entertainment. Most recently, David created and executive produced the critically-acclaimed AT&T Original feature documentary film, *Alone In The Game*, which explores the challenges facing LGBTQ



David McFarland - AFI Film Festival World Premiere of his feature documentary film 'Alone InThe Game'



David McFarland - 2019 Sundance Film Festival, Park City, UT. AT&T/DIRECTV & Warner Media presentation of his feature documentary film 'Alone InThe Game'

The film world-premiered at the prestigious AFI-DOCS Film Festival in 2018—followed by its network premiere on AT&T’s Audience Network and DIRECTV, and an official selection by major film festivals throughout the U.S. and internationally.

As a result of David’s vision, *Alone In The Game* has gained worldwide attention among leading sport and mental health/suicide prevention professionals—leveraging the film’s commercial success into broad social impact. Educational

and sports institutions have incorporated the film into educational curricula, including a U.S. college tour that launched at the University of Southern California, in partnership with five USC academic schools and USC Athletics. David is also a former elite athlete and consults/ advises athletes, sport professionals, major sport leagues, federations, institutions and the U.S Olympic Committee. He also created and launched the first-ever *National Athlete Crisis & Suicide Prevention Text Line* which operates 24/7 in the U.S.

Previously, David served as the CEO and Board Chair for the Trevor Project, a world leader in mental health, crisis intervention and suicide prevention for LGBTQ youth. His work with the Obama White House showcased the public health crisis of bullying and suicide that affect today's youth—and resulted in a massive public awareness campaign supported by big media, Hollywood celebrity and athletes, along with new public policies, laws, and resource allocations to address these public health issues - the second leading cause of death among youth in the U.S. For this work, David and the Trevor Project were recognized by President Obama and the White House with the prestigious “*Champion of Change*” honor for innovation in mental health and suicide prevention. He serves on the Executive Committee of the U.S. National Action Alliance for Suicide Prevention, and was appointed to co-lead the development of the first-ever national suicide prevention plan for LGBTQ Americans. He was recognized by the United Nations Office of the High Commissioner for Human Rights as an advisor and Defender of Human Rights. And he has advised agencies such as the U.S. Department of Education, U.S. Department of Health & Human Services, National Institute of Health, Center for Disease Control, National Institute of Mental Health, Substance Abuse and Mental Health Services Administration, U.S. Justice Department, U.S. Department of Defense, and the White House. In a historical move, he created the vision for the first-ever U.S. National Mental Health & Suicide Prevention Response to COVID-19 and in the aftermath of the pandemic. The U.S. initiative launched April 28, 2020.

Through his firm *DLM Entertainment Group*, David is creating a visionary media company that inspires social change and leverages purposeful stories and compelling new ideas that connect with socially conscious consumers offering partners and clients tremendous opportunities that enhance brand value, while moving people to action. After years of media and entertainment experience, David understands that bold, well-told stories wield significant power. He has the creative acumen to tell stories on the issues that matter, the

respect of the artistic and business communities, and the entrepreneurial talent to advance these stories by any means possible throughout the world. His years of executive and C-Level Officer experience includes programming development, brand marketing, advertising, distribution, business development, and digital media roles at MTV Networks, Comedy Central, Fox Family Worldwide, Lifetime Television Entertainment and Cox Communications. In 2002, he co-founded Studio 4 Networks, the first family of ON DEMAND television networks for kids, young adults, women and families. David is also the Founder of United For Equality In Sports and Entertainment, an organization dedicated to advancing and achieving equality in sports and entertainment for the LGBTQ community.

David is a respected expert and thought leader on the intersection of business/sport/entertainment, mental health/suicide prevention and social impact. He has advised ABC/Disney, AT&T/DIRECTV, NBC Universal, Google, ESPN, Netflix, Amazon, Facebook, Prudential Financial, and many other Fortune 500 companies on integrating social responsibility with successful business strategies. His commentary and interviews have appeared on ABC, CBS, NBC, Fox, MSNBC, MTV, ESPN, PBS, NPR and various broadcast and cable news networks. Published interviews and writings have included the New York Times, USA Today, Wall Street Journal, Hollywood Reporter, Huffington Post, Sports Illustrated, the White House blog, The Advocate, OUT Magazine, Yahoo! and numerous news and social media outlets. David holds a Bachelor of Science degree in Sports Medicine and Health Education, and a grand minor in Psychology. His Master studies were in Business Administration.

TO LEARN MORE ABOUT DAVID & HIS PROFESSIONAL EXPERIENCE, VISIT THE FOLLOWING WEBSITES:

[DAVID MCFARLAND](#)

[DLM ENTERTAINMENT GROUP](#)

[DLM IMPACT PARTNERS](#)

EXECUTIVE SUMMARY

VISION | LEADERSHIP | STRATEGIC | CREATIVE | INTEGRITY | COMMITMENT | COLLABORATOR

C-Level Officer/Senior Executive and Social Entrepreneur with 30+ years successful experience in media, entertainment, sports and mental wellness/suicide prevention providing strategic, operations, fiscal, content/programming development, sales, distribution, advertising sales, marketing & communications leadership on regional, national & global levels in uniquely challenging situations while dedicated to promoting social impact, successful business/revenue strategies and measurable value to audiences and consumers across media platforms & product portfolios.

- **Effective And Accountable In High Profile Executive Roles** – An Entrepreneur and Change Agent that can overcome complex business challenges in the for-profit and nonprofit sectors and make high-stakes decisions using experience-backed judgment, strong work ethic and utmost integrity. Respected as an innovator, “big picture” thinker and proponent of diversity, empowerment and accountability. Highly visible and strong relationships/partnerships in big media, entertainment, sport, tech, communication, NGO, philanthropy, government/public sector and corporate America. Led major national brands sales, marketing, distribution, communications & content development teams.
- **Strategy & Development Specialist** - Characterized as a visionary, strategist and tactician. Consistent record of delivering extraordinary results in growth and expansion, revenue, operational performance and profitability. Anticipates the unexpected to protect barriers to entry and maintain strong financial performance. Excellent communication skills. Strong at deal structure, negotiations, organization reinvention, content development, production and new partnership development.
- **Consistently Deliver Mission-Critical Results** – Driven by a visceral, “hard-wired” need to strategize, to innovate and to disprove the words “it can’t be done!” Posses the vision, determination and the skills needed for high-level content development, program and revenue-building strategies and tactics. Keenly resourceful.
- **Strong Orientations In Operations And Finance** – Participate in high-level operational initiatives, including infrastructure design, process reengineering, workforce/turnaround, management and reorganization. Use entrepreneurial instincts, insight, judgement and timing to succeed no matter how tough the deal. Rebuilt, reorganized, redirected and reenergized teams of 100+ members. Managed and maintained fiscal planning and budgeting multi-million dollar budgets and part of an executive team responsible for securing \$600+ million in revenues.
- **Respect and Leverage Human Capital** – Motivate, inspire, mentor and lead talented professionals and highly productive teams. Live the culture and lead by example. Direct cross-functional teams using interactive and motivational leadership that spurs people to willingly give 100% effort and loyalty. Great collaborator. Stay highly engaged and accessible without micromanaging.

EXECUTIVE SUMMARY

Areas Of Expertise & Qualifications

- Social Entrepreneur / StartUp Success
- Media, Entertainment & Creative Executive / C-Level Officer
- Film & Television Producer/Writer & Executive Producer
- Storyteller and Content/Programming Development & Production
- Social Impact Advisor/Consultant & Change Agent
- Developing Advanced Digital Media Content/Products & Platforms
- Leading Mental Health/Wellness & Suicide Prevention Expert
- Executive Management & High-Performance Team Leadership
- Product Development & Rollout
- Business Development / Sales & Marketing Management
- Visionary/Strategic Planning & Innovative Solutions
- Strategic Partnership Development & Negotiations
- Leading National Sales, Marketing & Content Development Teams
- Distribution Strategies & Deal Negotiations
- Brand Development & Marketing Strategies/Campaigns
- Artist & Athlete Talent Management
- Deal Structuring & Negotiations
- Financial and Operations Management & Growth/Risk Management
- P/L & Performance Improvement / Budget Planning
- Fundraising / Investor Relations
- Organization Reinvention / Workforce Structure & Development
- Emerging Technology / Platforms
- Entertainment & Sports Industry / Pop Culture
- Private & Public Sector Engagement
- Government Affairs & Public Policy
- Research & Development
- Venture Philanthropy
- Diversity & Inclusion Advisor
- Youth Serving Content and Initiatives
- Social Impact / Social Enterprise Strategies & Campaigns
- Media & Communications
- Board Relations
- Public Speaker

