



Reena Singh

Creative executive specializing in commercially driven, premium content with expertise in IP sourcing, slate-building, and franchise development spanning general entertainment across all genres as well as news programming and kid and family storytelling spaces. Currently applying generative AI to accelerate story ideation and concept development.

[Reena Singh LinkedIn](#)

ABOUT

In 2023, Reena founded Auggie & Flowers Productions to executive produce projects for film and television, generate IP as well as consult with media companies on content and strategy.

Reena previously served as EVP Television for Macro Entertainment. She built a commercially driven, premium slate based on IP that includes: *What You Leave Behind* starring Gugu Mbatha-Raw and written by Erika L. Johnson, Kennedy Ryan's *Reel*, TV Tokyo's *All But Divorced* remake, *The Bangalore Detectives Club* written by Maya Sondhi, *The Matchmaker* by Aisha Saeed, and Justinian Huang's *Lucky Seed*.

At Disney Branded Television, she was the Senior Vice President of Live Action Series for Disney Branded Television where she managed creative teams and was responsible for all aspects of development and current programming for Disney+ (kids, families and adults) and Disney Channel (kids 6-12) franchises where she developed *Eerie Prep*, *Electric Bloom* and *Vampirina*. Programming highlights from her time at DBT include: Cafe Emmy-winning *The Mysterious Benedict Society* with Tony Hale; *The Santa Clauses* with Tim Allen; *American Born Chinese* with Michelle Yeoh, Kelvin Yu and Melvin Mar; *Percy Jackson* by Jon Steinberg and Dan Shotz, and the new *Doctor Who* with Russell Davies and Bad Wolf. While at DBT, Reena served on Bob Iger and then John Landgraft's Creative Inclusion Council, which was established to develop and implement best-of-class practices to nurture inclusive projects and talent. She has also worked for several large media companies including Conde Nast, ABC Network News, and 20th Century Fox Television.

Reena graduated from Boston College with a Bachelor of Fine Arts degree in English Literature. She is the co-creator of SALON's mentorship program, which is dedicated to supporting the next generation of South Asian directors, writers and producers. Reena's passion is championing artists so that they can contribute their perspectives to the global television landscape. She believes that storytelling can entertain as well as impact culture.