

VIC PALUMBO

I was fortunate that I was introduced to an agency producer when I was in college and that conversation prompted me to change my major and put me on this production path. That journey has turned into living in 7 different cities and shooting spots and content all over the world ever since.

When I first started in production I was still in college in Boston and then NYC. After I graduated, I moved to LA and spent 2 years on a couple of movies and then the award winning television show Northern Exposure. Those experiences gave me the aptitude to land production jobs on the agency side, which I then spent most of my career doing.

I have managed global campaigns, tiny groups, huge departments, broadcast, business affairs teams, print, digital and experiential groups. Cumulating in building the biggest stand alone agency production studio in the world, all while I was a partner at Deutsch.

Up to this point, there have been 1000's of spots and content pieces made. As I put a few on my website it reminded me of the that I have been extremely fortunate to work with some amazing people along the way, clients, creatives, account, strategy, directors, editors, artists, musicians and most of all producers. That has equaled over 20 Super Bowl spots, 50 Cannes Lions, countless other awards from shows all over the world, 7 Emmy Nominations and the EMMY for outstanding commercial of the year.

HIGHLIGHTS

7 EMMY Nominations

50+ Cannes Lions

D&Ad Black Pencil

20 Super Bowl spots

1 EMMY Best Commercial of the Year

USA Today #1 Spot on Super Bowl x 2

1st Ever LIVE commercial on the Grammys

1st Ever LIVE music video on the Grammys

AICP Curatorial Committee Judge x 6

EXPERIENCE

THE DEN

PRESIDENT/MANAGING DIRECTOR

2021-PRESENT

The Den Editorial is an amazing company that was started in January of 2020 at the beginning of the global pandemic. Founder Christjan Jordan is one of the best comedy editors in the country and they managed to do 6 of the top Super Bowl spots in their first 2 years. They added 9 editors to their staff and doubled in size as other businesses were closing. They asked me to build a structure and create a business plan to expand their business across the country, to be a force in the post production world.

FILM 47

PRESIDENT

2018-2021

Recruited by Hollywood Feature Director, Pete Berg to launch Film 47, a commercial and branded entertainment production company formed alongside his feature film company, Film 44 and TV production company Film 45.

Over the 3 years, dozens of pieces were created including 5 Super Bowl spots for the NFL, Verizon, Microsoft, Ford and Frito Lay. Based on the production infrastructure and filmmaker network from its sister businesses, FILM47 is an ecosystem that supports working with collaborators across advertising bring the talent closer to the brands. The resources and flexibility of the Forties, makes the process of creating content for multiple platforms seamless. Examples include the content creation and execution of the global launch of the first all electric, 450 miles to a charge SUV, Rivian and the Cannes Lion winning Verizon NFL Super Bowl spot and fully integrated campaign, with 12 mini docs and a television show dedicated to the First Responders.

STEELHEAD

PRESIDENT

2010-2018

Created, co-designed, managed the architect and contractors for the building of the state-of-the-art Steelhead Studios, a 50,000 sq.ft. full service production studio. Turning a couple of small edit bays into the biggest agency "in-house" production studio in the world. The mission was to be able to have a client come through the front door with an idea and leave with a fully executed piece of content.

My Steelhead staff grew 155 full-time production employees, that executed campaigns from commercial to branded content, digital, social media, experiential and print production making content for Volkswagen, Sprint, Pizza Hut, Taco Bell, Dr. Pepper, Target, Snapple, 7-11, Pandora, Zillow, Tile, Interscope Records to name a few.

DEUTSCH

PARTNER/DIRECTOR OF PRODUCTION

2009-2018

Deutsch won the NA Volkswagen business and recruited me to come in and upgrade the execution of the content and digital production offering. In the first year I hired 40 digital production staff, we rebuilt the VW consumer website and re-launched the brand by bringing back the "punch buggy game". By the end of the 1st year we made VW "Mini Darth" which became the most watched automotive commercial of all time on YouTube, widely regarded as the best spot of 2010, in every award show around the world.

INTERESTS

What I am most proud of is the mentoring I've done, giving FILM2FUTURE a home in Steelhead where every summer, an inner city LA high school program that gets kids on the path to work in Hollywood.

Consulting with Invisible Collective, a 100% diverse owned start up production company.

Coaching my youngest son's Under 10 Lacrosse team, the Vipers.

EDUCATION

Northeastern Univ.

Boston, MA

Bachelor of Arts, Communications

Studied advertising, film theory, art history and photography,

Production Assistant

Boston, MA - New York - Los Angeles

The how, where and why, I learned production through boots on the ground, grunt work on commercials, videos, movies and the television show Northern Exposure. Also where the first person there, last person to leave, mentally was formed.

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EXPERIENCE (con't.)

FALLON

2004-2009

DIRECTOR OF PRODUCTION

Recruited to come in and run production at one of the best and most creative agencies on the planet. Fallon known for the Citibank Live Richly campaign, BMW Films, Travelers Insurance, Holiday Inn, Nordstrom, United Airlines. Being able to be in the room and listen to Pat Fallon and the leadership of the agency was a seminal moment for me in understanding the business of advertising.

wieden+kennedy

1998-2004

EXECUTIVE PRODUCER

Moving to Portland I was immediately immersed in Nike and started out with 6 Yankees playing stickball the street with 6 Mets. Cut to 2 months later producing the most iconic Golf commercial of all-time with Tiger Woods bouncing a golf ball on his wedge to an Esquivel track. A viral video before there were viral videos. On Nike Basketball produced the first ever piece of true branded content as the 3:00 version of "Freestyle" debuted on TRL on MTV with the Choreographer Savion Glover and the director talking through the process with Carson Daily. The following year the Nike "Move" became one of the best and most awarded spots of the year, ultimately winning the EMMY for spot of the year.

HILL HOLIDAY

1996-1998

SENIOR PRODUCER

Headed back to Boston to be closer to my mothers meatballs, recruited back to Boston by my friends at Hill Holiday. The biggest creative powerhouse outside of NYC on the east coast. Hill Holiday allowed me to collaborate with some of the best creatives in the business on brands like Wall Street Journal, Spalding Golf, Budget Rental Cars, Fidelity Investments and AMD. They always wanted to go big, so we created one of the best VFX spots of the year, the VES winning AMD "FlatZone" directed by Michel Gondry, while he was at the height of his powers. That spot caught the attention of the folks and w+k and they reached out about to ask me if I wanted to head to Portland.

J. WALTER THOMPSON

1993-1996

PRODUCER

Recruited to the world's best-known marketing communications brand at the time, I was lured to JWT by the idea that a global agency doing global work, would give me those experiences that I was missing to make the next steps in my career. Sitting in the world headquarters in NYC, I found myself traveling the globe making campaigns for Unilever, Trident, Kodak and Pepsi brand Lipton Brisk. Producing the iconic "Rocky" for Brisk, the highlight was Stallone doing his own voice for the puppet. J. Walter Thompson is a true global network with more than 200 offices in over 90 countries and with author James Patterson as the CCO at the time.

HOUSTON EFFLER

1991-1993

PRODUCER

Where my advertising agency career started, after starting as a production assistant for commercials, music videos, television shows and a couple of movies. The PA jobs started while I was in college in Boston and NYC, then in Los Angeles after I graduated. Coming back to Boston, Pete Favat convinced me to stay on staff after a freelance gig was ending here. Producing ads for Converse and the very beginning of the Anti-Smoking campaign, I was glad I stayed as it led to a career path that took me to agencies all over the country and producing content all over the world.