

# Alex Erikson

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**OBJECTIVE** Highly skilled and experienced executive producer for film, TV and special events; with 30+ years of success in delivering high-quality projects on time and on budget. Proven track record of successfully leading teams of up to 50 people and achieving positive results. Skilled in developing innovative solutions to complex problems and utilizing the latest technologies to optimize efficiency and cost savings.

## ORIGIN & 1966

Born and Raised Stockholm, Sweden

## TIMELINE 1978

Piano Concert Protégé

1982

European Gymnast Championships Competitor

1984

European Tour Ballet and Contemporary Dancer

1985

High School Natural Science Graduate

1986

Military Service Decoder

1989

Bachelor of Arts Dance Studies Graduate

1989

Professional Dancer and Educator Residing New York City

1995

Professional Actor New York City

2000

Agent and Talent Manager New York City

2001

Casting and Producer Production Company

2003

Executive Director Dance Company

2005

National Field Manager Guerilla and Installation Marketing

2007

National Event Director Sports Clothing Brand

2009

Co-Founder Awards Show

2010

Vice President Marketing Dance Convention

2012

Co-Founder and Director Dance Competition and Convention

2013

Guest Star TV Reality Show Host 25 Episodes

2017

Creative Director International Dance Competition

2020

Executive Director/Founder Performing Arts and Travel

**EDUCATION** People's University of Stockholm '89  
Solna College '85

BA, Dance Studies  
BS, Natural Science Program

<b>Consultant and Producer</b> May 2000 - Present Producing and Casting TV, Film and Special Events. Creating, developing and facilitating advertising, budgeting, brand development, business plan strategy, company infrastructure, strategy, talent hiring, photo/video shoots and social media.	<b>DLex Productions, Inc.</b>
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Clients include:	321 Content	Coastal Dance Rage, LLC.
	Abby Lee Dance With Me	Dance Magazin and Dance Spirit
	Abrons Arts Center	Dance Teacher Summit
	Annie Leibovitz Studio	Global Dance Open
	Break the Floor Productions	Mic L'Ville
	Capezio A.C.E. Awards	MJ Records
	Capezio Ballet Makers, Inc.	Vanity Fair
	Celebrity Sports Entertainemnt	World Ballet Competition

<b>Executive Director</b>	<b>Urban Ballet Theater</b>
May 2001 - Current	
Oversee all aspects of advertising, bookings, budget balancing, brand development, business plan strategy, contracts, funding and grant proposals, marketing plans, national tours, outreach and programming for under privileged audiences, payroll and website design and traffic growth.	

**Executive Director & Co-Founder**

**Daniel Catanach Online**

March 2020 - Current

Worldwide Intensives, Master Classes and Workshops - Overseeing in person and online projects including advertising, branding; development, hiring celebrities and personnel, public relations, sales globally and venue securing.

**Executive Director & Founder**

**Creative Dance Lab**

March 2020 - Current

Worldwide Intensives, Master Classes, Workshops and Travel Blogging  
Creating, conceptualizing and executing all aspects of advertising; branding; development; celebrities and faculty securing; public relations; social media campaigns; global sales; and venue research and booking.

**Creative Director**

**Sheer Elite International**

September 2017 - January 2020

International Competitions, Conventions and Ballet Intensives.  
Creating, conceptualizing and executing all aspects of advertising; branding; development; hiring adjudicators, celebrities, faculty, hosts and personnel; public relations; sales globally; and venue securing for North and Central America.

**Co-Founder and Director**

**Sheer Talent**

December 2011 - September 2017

International Competitions, Conventions and Ballet Intensives.  
Creating, conceptualizing and executing all aspects of advertising; branding; conference exhibitors; development; hiring celebrities and personnel; public relations; sales globally; TV appearances and venue securing worldwide.

**Director of Marketing and PR**

**Dance Educators of America**

January 2011 - December 2011

Creating, conceptualizing, executing, facilitating and scheduling all aspects of advertising, branding, celebrity appearances, infrastructure strategy, database, email newsletter, event displays, faculty contracts, internal software, marketing campaigns, partnerships, social media, sponsorships and web site design for North America.

**VP of Marketing and PR**

**Coastal Dance Rage, LLC.**

January 2010 - December 2010

Creating, conceptualizing, executing and facilitating all aspects of advertising, branding, celebrity appearances, company infrastructure/strategy, email blast/collections, event displays, faculty contracts, marketing campaigns, partnerships, social media, sponsorships and website design for North America.

**Co-Founder**

**Capezio Ace Awards**

July 2009 – 2012

Creating, conceptualizing, executing and facilitating all aspects of branding, development and celebrity judges hiring for North America.

**Director of Events and External Affairs**

**Capezio Ballet Makers, Inc.**

February 2007 – January 2010

Creating, executing and facilitating all aspects of events and sponsorships programs including advertising, booth displays, budget balancing, celebrity appearances, contract negotiating, email collections, fashion shows, marketing campaigns,, photo and video shoots, proposal writing, teacher seminars, venue locations, website traffic growth and wholesale coordination, for North America.

**Clients include:**

Brian Freeman

Laurie Ann Gibson

Jared Grimes

American Dance Awards

Celebrity Dance Competition

Coastal Dance Rage, LLC.

Dance Educators of America

Encore Performing Arts

Jump Dance Convention

New York City Dance Alliance

The Pulse

Starbound Talent Competition

**National Field Manager**

**Interference, Inc.**

November 2003 - January 2007

Hiring, payroll facilitating, photo documentation, staff coordinating, training and overall management of local promotional street teams to promote special events for household brand names including CORBIS, Discovery Channel, Hartz, HBO, NY Times, WAMU, Weather Channel and Women & Co Citigroup.

**Talent Manager**

January 1998 - January 2000

Developing and mentoring actors, dancers and models; negotiating media contracts, talent search and performer audition training for worldwide castings.

**Wilhelmina Creative**

**HOST** Abby Lee Dance With Me  
**MASTER OF** Celebrity Judge  
**CEREMONY** Coastal Dance Rage  
Dance Educators of America  
Dance Empire Events  
Dance Master of America  
Dance Moms Season 4-8  
East Coast USA  
IDO Dance  
Industry Dance Awards  
Miss America  
Sheer Talent  
Sheer Elite International  
Universal Dance Championship

Worldwide  
Worldwide  
Nationwide/Canada  
Nationwide/Central America  
Dublin, Ireland  
Nationwide  
125 Countries 25 Episodes  
Nationwide  
Worldwide  
Dublin, Ireland  
New York City, NY  
Internationally 175 Events  
Nationally Overseeing 50  
Dublin/Shannon, Ireland

**PERFORMER** Fosse Original Broadway Workshop  
Gymnastrada  
International Arts Festival  
It's a Bird... It's a Plane... It's Superman  
Macy's Parade Ken/Swan Prince  
Metropolitan Opera Ballet La Traviata  
New York City Opera Carmina Burana  
The Rites of Spring Feature Film Star  
Taormina Film Fest Rai Uno

New York City, NY  
Zurich, Switzerland  
Daegu/Busan, South Korea  
Goodspeed Opera House, CT  
New York City, NY  
Lincoln Center, NY  
Lincoln Center, NY  
Worldwide Release  
Taormina, Italy

**SUMMARY OF** Over 30 years of experience; emphasizing on diversity and inclusivity in education,  
**QUALIFICATION** entertainment, and sales, including casting, conceptualizing, developing, executing, facilitating and scheduling all aspects for event, media, performing arts, social media and website organizations and projects.

- AREAS OF EXPERTISE**
- Strong work ethic with dynamic leadership and democratic management.
  - Prioritizing and executing multiple tasks with a keen attention to detail.
  - First-rate ability of communication and writing in all areas, including fundraising, marketing plans and strategic.
  - Demonstrated record of exceptional reliability and productivity.
  - Outstanding networking skills in all kind of environments.
  - Excellent interpersonal skills, with a high degree of sensitivity, empathy, and
  - Ability to remain graceful and gracious under pressure
  - Proficient on Mac and PC  
Adobe Photoshop, iMovie, Microsoft Excel, Microsoft Word, Zoom
  - Social Media savvy on all platforms.

<b>REFERENCES</b>	Colleen Logan	Gartner Former Vice President	collenlogan617@gmail.com 603-321-1050
	Paul Terlizzi	Capezio Ballet Makers, Inc. Former CEO	npt123@optonline.net 732-991-2390
	Karla Johnson	MacFadden Performing Arts Former President	karla_johnson@verizon.net 917-821-8723
	Gil Stroming	Break the Floor Productions Former President	gil@breakthefloor.com 917-400-5050