

# Alex Erikson

5 West 102nd Street, Suite 5B  
New York, NY 10025  
Mobil/WhatsApp +1917-971-4995

alexeriksonnyc@gmail.com	alexerikson.com
Facebook @alexeriksonnyc	Instagram @alexeriksonny
Bluesky @alexerikson	TikTok @alexeriksonny
Vimeo @alexerikson	YouTube @alexerikson

**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.

<b>ORIGIN &amp;</b> 1966	Born and Raised Stockholm, Sweden
<b>TIMELINE</b> 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

<b>ORIGIN &amp;</b>	<b>2022</b>	<b>International Creative Artist and Host Worldwide</b>
<b>TIMELINE</b>	<b>2023</b>	<b>TV Producer and Casting Agent</b>
<b>CONTINUED</b>	<b>2025</b>	<b>Celebrity Host and Producer Reality Show 24 Episodes</b>
	<b>2026</b>	<b>Correspondent and Publicist</b>

<b>EDUCATION</b>	<b>People's University of Stockholm '89</b>	<b>BA, Dance Studies</b>
	<b>Solna College '85</b>	<b>BS, Natural Science Program</b>

<b>EXECUTIVE</b>	<b>Executive Producer and Correspondent</b>	<b>It's Happening Now!</b>
	Mar 2026 - Present	
	Producing and Casting serialized TV drama. Creating, conceptualizing, coordinating and financing development, pre-production, production, post production, distribution and marketing.	

<b>Executive Producer</b>	<b>And Then There's The Truth, Inc</b>
Apr 2024 - Present	
Exclusive conversations with New York City's most compelling artists, creatives and visionaries through authentic dialogue, artful storytelling, refined perspectives, and unfiltered narratives.	

<b>Consultant and Producer</b>	<b>DLex Productions, Inc.</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>Clients include:</b>	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

**EXECUTIVE Executive Director**

**Urban Ballet Theater**

**CONTINUED** 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.

**EXECUTIVE Director of Marketing and PR**  
**CONTINUED** January 2011 - December 2011

**Dance Educators of America**

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, sponsorship 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

<b>EXECUTIVE CONTINUED</b>	<b>National Field Manager</b> 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.	<b>Interference, Inc.</b>
	<b>Talent Manager</b> January 1998 - January 2000 Developing and mentoring actors, dancers and models; negotiating media contracts, talent search and performer audition training for worldwide castings.	<b>Wilhelmina Creative</b>
<b>HOST</b>	<b>Abby Lee Dance With Me</b>	Worldwide
<b>MASTER OF CEREMONY</b>	<b>Celebrity Judge</b>	Worldwide
	<b>Coastal Dance Rage</b>	Nationwide/Canada
	<b>Dance Educators of America</b>	Nationwide/Central America
	<b>Dance Empire Events</b>	Dublin, Ireland
	<b>Dance Master of America</b>	Nationwide
	<b>Dance Moms Season 4-8</b>	125 Countries 25 Episodes
	<b>East Coast USA</b>	Nationwide
	<b>IDO Dance</b>	Worldwide
	<b>Industry Dance Awards</b>	Dublin, Ireland
	<b>Miss America</b>	New York City, NY
	<b>Sheer Talent</b>	Internationally 175 Events
	<b>Sheer Elite International</b>	Nationally Overseeing 50
	<b>Universal Dance Championship</b>	Dublin/Shannon, Ireland
<b>PERFORMER</b>	<b>Fosse Original Broadway Workshop</b>	New York City, NY
	<b>Gymnastrada</b>	Zurich, Switzerland
	<b>International Arts Festival</b>	Daegu/Busan, South Korea
	<b>It's a Bird... It's a Plane... It's Superman</b>	Goodspeed Opera House, CT
	<b>Macy's Parade Ken/Swan Prince</b>	New York City, NY
	<b>Metropolitan Opera Ballet La Traviata</b>	Lincoln Center, NY
	<b>New York City Opera Carmina Burana</b>	Lincoln Center, NY
	<b>The Rites of Spring Feature Film Star</b>	Worldwide Release
	<b>Taormina Film Fest Rai Uno</b>	Taormina, Italy

**SUMMARY OF QUALIFICATION** Over 30 years of experience; emphasizing on diversity and inclusivity in education, 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
  - Exceptional public speaking abilities and commanding a space.
  - Ability to remain graceful and gracious under pressure
  - Proficient on  
Adobe Photoshop, Adobe Premiere, Microsoft Excel, Microsoft Word
  - First-rated Editor
  - Social Media content creator savvy on all platforms.

<b>REFERENCES</b>	Colleen Logan	Gartner Former Vice President	colleenlogan617@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