

Rondell J. Wescott
Head of Production | Global Operations & AI Strategy
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Production Executive with 20+ years of experience delivering high-scale creative solutions for enterprise brands including Google Cloud, AT&T and Marriott. Currently leading production at Accenture SongLife, specializing in the industrialization of creative output through Agentic AI and GenAI workflows. Expert in managing multi-million dollar P&Ls and global resource governance within world-class consultancy environments.

Accenture SongLife (New York, NY) | 2024 – Present

VP, Executive Producer

- ◇ **Global Production Leadership:** Directing a multidisciplinary team of 10 producers, overseeing high-stakes execution across film, digital, social and immersive media platforms for global life sciences clients.
- ◇ **AI Strategy & Industrialization:** Leading the integration of Agentic AI workflows and enterprise tools (ChatGPT Enterprise, Microsoft Co-Pilot, Google Gemini) to automate content versioning and QC, significantly enhancing the agency's creative output.
- ◇ **Resource Management & Governance:** Serving as the Resource Management Lead with accountability for global allocation and forecasting; ensuring 100% project staffing while championing a diverse and inclusive talent pool.
- ◇ **Center of Excellence:** Establishing and implementing innovative production processes and best-in-class technology partnerships to scale delivery efficiency across the Accenture SongLife ecosystem.
- ◇ **Growth & New Business:** Partnering with executive leadership to showcase comprehensive production capabilities, securing new business through a focus on modern, tech-enabled delivery models.

Google (New York, NY) | 2022 – 2024

Creative Production Lead, Google Cloud

- ◇ **Enterprise Scale Delivery:** Managed and motivated a multidisciplinary team of producers and designers to deliver award-winning, high-fidelity work for the Google Cloud brand.
- ◇ **Technical Portfolio Management:** Strategically defined project scopes and tactical requirements, ensuring production quality met Google's rigorous technical and creative standards for cloud-based platforms.
- ◇ **Cross-Functional Synergy:** Acted as the primary production liaison between Product Marketing and Demand & Growth teams to synchronize global delivery across multiple Google Cloud touchpoints.

Translation, LLC (Brooklyn, NY) | 2021 - 2022

Executive Producer

- ◇ **Anchor Client Governance:** Overlooked day-to-day production operations for AT&T, the agency's largest global enterprise account.
- ◇ **Workforce Optimization:** Proactively led a team of 11 producers, scoping all incoming work to ensure optimal resource leveling and the highest craft quality for high-volume production assets.

GREY NY / Townhouse (New York, NY)

***VP, Executive Integrated Producer* | 2019 – 2021**

***VP, Senior Integrated Producer* | 2016 - 2019**

- ◇ **Global Integrated Campaigns:** Produced complex, large-scale production for prestigious global brands including Marriott, Volvo and Procter & Gamble, managing individual budgets exceeding \$6MM.
- ◇ **Portfolio P&L Ownership:** Solely managed and oversaw the end-to-end production lifecycle for a diverse portfolio of brands, including Febreze, Lindt and Discover, ensuring consistent delivery excellence and margin health.

ADDITIONAL PROFESSIONAL EXPERIENCE

Leo Burnett Group (New York, NY) | Senior Producer | 2012 – 2016

- ◇ Orchestrated high-volume, cross-platform production workstreams for a diverse portfolio of market leaders including NBC Universal, Chobani, Avis Budget Group and Voya Financial.

Havas Worldwide (New York, NY) | Integrated Producer | 2007–2012

- ◇ Produced global broadcast and digital content for a variety of leading brands including ExxonMobil, Lysol and Coppertone.

GREY NY (New York, NY) | Associate Broadcast Producer | 2003–2007

- ◇ Developed foundational production expertise through broadcast campaigns and high-impact brand equity films for P&G (Pantene, Febreze) and Smucker's.

AWARDS & ACCOMPLISHMENTS

- ◇ **Cannes Lions:** 2 Silver, 1 Bronze, 19 Shortlists for International Creativity
- ◇ **D&AD:** 1 Graphite and 2 Wood Pencils for Excellence in Craft
- ◇ **One Show:** Gold, Silver and Bronze for Integrated Production
- ◇ **Anthem Awards:** 3 Silver Awards for Social Impact & Innovation
- ◇ **Additional Honors:** Multiple Gold and Silver wins at the Andy Awards, AICP, Clio and New York Festivals.

EDUCATION

Hofstra University | Hempstead, NY
Bachelor of Arts, TV/Video Production