



# CHRIS TAYLOR

## MY WHY

With 15 years of high-end sports and entertainment production experience – from broadcasting to agency work – my passion for storytelling connects audiences with athletes beyond the ordinary. My attention to detail in research and narrative crafting, experience and understanding of talent and client management, and technical expertise behind the camera and in the edit bay have been trusted, engaged with, and celebrated by audiences, athletes, teams, and Fortune 500 clients.

## CONTACT

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## EXPERTISE

Storytelling  
Narrative crafting  
Producing  
Directing  
Editing  
Pre and postproduction  
Production management

## EDUCATION

B.S. – Media Arts  
Butler University, 2004

## PROFESSIONAL EXPERIENCE

### DIGITAL MEDIA PRODUCER | PENSKE ENTERTAINMENT NOV. 2019 – CURRENT

I currently produce the digitally owned storytelling for the Indianapolis Motor Speedway, the home of the Indy 500, and the NTT INDYCAR SERIES. During the motorsports season, my duties include leading our production team in the execution of all athlete, event, and corporate partnerships productions, making sure they are on brand, coherent to endemic and non-endemic audiences across all platforms, and authentic to the sport, the event and the moment. During the offseason, I lead our Penske Entertainment teams with the creation of new brand and athlete narratives and create new concepts for digital integration with our corporate partners.

### SENIOR PRODUCER | COFORCE JAN. 2018 – NOV. 2019

As the first senior producer for this motorsports-focused marketing agency, I led the agency's production team and clients through creative development and workshops within the clients' executive marketing and communications stakeholders. Execution of time-sensitive production days with athletes and live motorsports assets at live events like the Indy 500, Jonny Unitas Golden Arm Award presentation, and live production marketing launches for Arrow Electronics and IMG/Endeavor.

Aside from leading the production team through the ideation and execution of content captures and edits, I also instilled a comprehensive production management system across the entire agency, providing account managers and external stakeholders with transparent and professional communication across all projects at any given time.

### FEATURE & TAPE PRODUCER | FREELANCE JAN. 2018 – NOV. 2019

Following my full-time position at NBC, I shifted my focus to producing for NBC Sports across various disciplines, including Formula 1, NASCAR, Red Bull Global Rallycross. My Feature producing work leading into major events highlighted the athletes and stories out of the car, and under the helmet and gave audiences of all backgrounds a taste for the real-life pressures and passions of the top athletes, teams, and brands in the world of motorsports at a global level.