

CURRICULUM VITAE

RANDALL M. RUDD

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SUMMARY

A degreed business professional with a broad range of experience in creative endeavor, including motion picture/broadcast/multi-media production, script writing, strategic thinking, advertising and marketing, human resources, sales and marketing and pioneering work in advanced imagery, computer graphics and virtual reality. Excellent communication, organizational, and presentations skills, and a demonstrated ability to solve problems and produce quality results in a fast-paced business environment.

Areas of Expertise Include:

- Creative and Strategic Concept and Development
 - Exceptional Creative / Conceptual / Writing Skills
 - World-class Producer / Director / Editor Skills
 - Live action, 2D, 3D, CGI, VR Animation & Art Skills
 - Effective Teacher/Motivator/Presenter
 - Organizational & Analytical Skills
 - Employee Relations / Management
 - Extensive Marketing & Business Acumen
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PROFESSIONAL EXPERIENCE

UNIVERSITY OF INCARNATE WORD

2017

Adjunct Professor School of Media & Design – San Antonio, TX

- Develop & Teach Senior Capstone and Portfolio Courses
- Developed production management sequencing and outline track for School of Media & Design

IMMERSIVE CONTENT INCORPORATED - San Antonio, TX

2014 – Present

Immersive Entertainment/Theatre Systems/Content Delivery Systems Company

Founder/Chief Creative Director

- Produced, Directed, Co-wrote & Edited 70 “San Antonio Tricentennial Stories” for San Antonio Express News exhibited for broadcast, theatrical and online, developed online presence/websites

IMMERSION INDUSTRIES INTERNATIONAL - San Antonio, TX

2014 – Present

Immersive Entertainment/Theatre Systems/Content Delivery Systems Company

Founder/CEO/President/Creative Director

- Develop entertainment, educational & historical content in new medium of immersion/VR.
- Develop theaters/output systems for display of new medium
- Assembled and lead a team of world-class innovators to create narrative content for the new medium of immersion.

RUDD CREATIVE - San Antonio, TX

1996 – Present

Creative/Marketing/Broadcast Production Company

President / Creative Director

- Create and produce international, national, regional and local projects and campaigns; Suzuki Fuji Film, Dynam Pachinko, Vlaamse Televisie Maatschappij (Belgian TV Network), Schlitterbahn Waterparks, Time Warner, Brake Check, Gunn Automotive, NuTek, Frontier Enterprises/Jims Restaurants, Bud Light, GSD&M/Southwest Airlines, Sea World & Conoco, etc.
- Exceptional conceptual, strategic, creative, writing and art direction skills in working with ad agencies or direct with corporate marketing departments.
- Garnered awards include; Cannes Lions, Clios, IBA, Monitor, BDA Awards, National, regional and local Addys, etc.
- Responsible for bringing over 3.5 million in production dollars to the San Antonio/Austin area.

THOMPSON MARKETING – San Antonio, TX 1994 – 1996
San Antonio's then largest general market ad agency with 30+ employees
Creative Director/Vice-President

- Responsible for guiding and directing the company's direction and new business initiatives.
- Closely supervised and led multiple creative teams with a wide variety of accounts.
- Managed creative staff of eight, working to improve the quality and the effectiveness of the creative output, as well as working to find new sources and outlets.
- Assisted in the development and successful implementation of new software applications to enhance effectiveness and efficiency of creative process.
- Wrote, produced and directed a Clio and National Addy award-winning public service film.

ELECTRIC IDEAS – Hollywood / San Antonio, TX. 1992 – 1994
Motion Picture Marketing Specialists

- Responsible for directing the corporation's domestic and international creative and production. Wrote, produced and directed theatrical trailers and advertising for major motion picture studios, successfully marketing pictures like Pretty Woman, Aladdin, Into The West, Nightmare Before Christmas, The Muppets, all vintage Disney feature re-releases, etc.
- Worked as the creative interface with Jeffrey Katzenberg/Disney Studios, Joe Roth/Century Fox, Miramax, Turner Pictures, as well as other production companies and local accounts.
- Presented and pitched successful bid to bring the NFL to Fox Network from CBS.

CREATIVE ALLIANCE – Hollywood, CA 1987 – 1992
President/CEO Creative Director

- Managed the start-up and creative departments of Hollywood and San Antonio offices.
- Created successful marketing campaigns for international and national clients, including Fuji Film, Vlaamse Televisie Maatschappij (Belgian TV Network), Sea World (GSD&M), Kushner/Locke, Conoco, TDK, ABC Network/Cap Cities, to name a few.

ROBERT ABEL & ASSOCIATES/ABEL IMAGE RESEARCH – Hollywood, CA 1988 – 1987
Creative Director

- Responsible for the overall creative outlook and output for the leading visual arts entity on earth.
- Supervised numerous creative teams for international and national clients, including Levis, Dr. Pepper, Chrysler, Pontiac, Paramount Pictures, United Artists, etc.
- Acted as director and art director on several key national and international campaigns.
- Helped set the standard for CGI and live action integration, bringing the visual arts for the screen to a new never-before-achieved level.
- Conducted seminars on effective television visuals worldwide.

PARAMOUNT PICTURES – Hollywood, CA 1984 – 1988
Creative Director – Omnibus, Visual Effects Division

- Managed the assimilation of creative staffing for the TV commercial/special effects department
- Successfully directed dozens of projects and campaigns for International and National broadcast companies; ABC Television, Paramount Pictures, Banamex, Mobay, etc.
- Designed and supervised effects work on feature films; Flight of the Navigator, The Little Mermaid, Vice-Versa and Explorers.
- Collaborated with George Lucas and Frances Coppola for Disney theme parks 4-D attraction: Captain EO, starring Michael Jackson.
- Integrated CGI animators with production and research and development departments.
- Developed and implemented division's first effective production budget estimate system.
- Represented Paramount Pictures by conducted seminars on effective television visuals for Tohokushinsha Film Corporation throughout Japan.

VARIOUS ADDITIONAL POSITIONS

- Previously employed by several production companies, including Creative Director at Energy Productions, Hollywood, CA., Mirage Film Graphics & Computer Animation, Austin, TX. Animation Director for Hayes Studios, San Antonio, TX.; Animation Director; Texas National Productions, San Antonio, TX.

EDUCATION

Bachelor of Arts Degree – Advertising/ Mass Communications, Texas Tech University – Lubbock, TX
Minor in Advertising Art and Radio/TV/Film

ORGANIZATIONS

- St. Luke's Episcopal Church, Lay Minister
- San Antonio Ad Federation, Member
- San Antonio Film & Tape Professionals, Member
- Mastersingers, S.A. Symphony
- San Antonio Ad Federation, Member
- Lamplighters Big Band Orchestra, Musician & Content Director

