

CAROLYN K. ROBINSON

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Strategic and creative film industry executive with keen abilities to identify and develop new business opportunities, build profitable relationships and enhance services. Energetically adapts to meet the specific needs of each project and team. Communicates knowledgeably, honestly and effectively resulting in productive long-term relationships. Politically savvy industry representative able to work effectively with elected leaders, special interests and other third parties whose actions impact the film industry. Confident, empowering and outgoing team leader.

- Vice President of Production Management, Pinewood Atlanta Studios. Second largest purpose-built film studio in North America, featuring 18 sound stages ranging in size from 15,000 sq. ft. to 40,000 sq. ft. with adjacent office and workshop facilities on 700+ acres.
- Expanded client base for major studio lot, high-end production and post companies.
- Led implementation of Alaska film tax incentive program.
- Built and manages successful production and post company.
- Producer of films, commercials, documentaries, television, and non-profit content.

Experience

VICE PRESIDENT, PRODUCTION MANAGEMENT, PINEWOOD ATLANTA STUDIOS

Pinewood Studios Group (U.K.-based) Fayetteville, Georgia June 2018 - July 2020

- Transformed vacant lot into booked studio with a diverse, dynamic, and solid customer base which increased revenue by 65% within nine months. Client demand necessitated bringing on 45,000 sq. ft. of temporary office space, constructing 2-acre greenscreen pad, and building out 35,000 sq. ft. of costume shop space and eight (8) edit-ready suites.
- Dramatically improved customers' on-the-lot experience and marketplace perceptions.
- Converted skeptical clients with negative perceptions to energetic advocates.
- Built strong relationships with studio physical production personnel, line producers, unit production managers, location scouts, public film offices, Georgia Film Academy, vendors, Pinewood Forest and The Forest School.
- Responsible for multi-million dollar quoting and contracting, holds, financial projections, production pipeline, stage avails reporting, presentation decks, and board reports.
- Established protocols for studio tours and on-the-lot appreciation and gifting.
- Evaluated and changed workflow between production management, operations, and finance/accounting. Revamped rate cards.

References: Paul W M Golding, Chairman & Interim CEO; James Rider, Commercial Director

OWNER & EXECUTIVE PRODUCER

SprocketHeads, LLC – Work globally. HQ in Boise with partner offices in Anchorage, Seattle, and Atlanta.

- Created and managed only IATSE commercial signatory production company in Alaska. Est. 1995.
- High-end production and post assets and services, specializing in original productions and sourcing crew and gear for feature films, commercials, contemporary documentaries, non-profit projects, music videos, network news and dramatic programming.

- Led the creation and expansion of the feature film industry in Alaska (a diverse "studio lot" one-fifth size of the United States); engaged legislative sponsorship and drove passage of first Alaska film tax credit program.
- Collaborated with APA agency to track film productions and key producer, unit production manager and director attachments.
- Expertly pitched Alaska as a film production market to major and independent studios, production companies in Los Angeles, at trade shows and on-location in Alaska. Showcased private and public assets (sound stage and studio space options, crew base, unions, film tax incentives, political and press connections, vendors, etc.).
- Designed and managed FAM trips, location scouts, client services and education seminars.
- Created and reviewed clients' budgets, including calculating estimated tax incentive amounts. Filed applications for tax credits, created financial reports for state and CPA audits, placed credits for sale.
- Procured high-technology production and post equipment based on detailed research and cost-volume-profit analysis.
- Selected company producer credits include: American Public Television's feature documentary *Aleut Story* narrated by Martin Sheen; MTV's *Music in High Places: Goo Goo Dolls*; Time Warner Entertainment's *Alaska Bush Pilots: On-Location with Jared Leto*. **Credit list upon request.**

PRODUCER (International Productions, Interactive, Contractor)

Discovery Communications, Inc. – Bethesda, Maryland and London, England

Pioneer producer of newly formed International Production Dept. Produced and *wrote In The Company of Whales* interactive disc narrated by Patrick Stewart. Produced showcase film on Dr. Roger Payne's whales songs work for A.G. Bell Association in a collaboration between National Geographic and Discovery Channel.

ASSOCIATE PRODUCER

USA TODAY on TV (Gannett) – Arlington, Virginia

DIRECTOR OF SPECIAL PROJECTS

Capitol Video Communications, Inc. – Washington, D.C.

Managed diverse projects and reporting systems to maximize revenue and company productivity for the largest post production house (studio, audio production and post, color correction, digital editing, graphics and animation) in Mid-Atlantic. International clientele.

Additional Information

- Extensively travelled, including: All 50 American states, China, Malaysia, Europe (Northern, Western and Southern), Kenya, Tanzania, Cayman Islands, Jamaica, Mexico, Canada, Turkey, Costa Rica, Bahamas, Panama and Nepal.
- Married to Local 600 Cinematographer, Steven L. Rychetnik; mother of Theodore, 15.
- Pro-bono producer of award-winning productions that inspire, educate and enact change.

Education

B.A., French Literature & Telecommunications and Film

University of Oregon (with studies in London, England and Avignon, France)