

Tracy Balsz

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CMO / MARKETING & BUSINESS DEVELOPMENT CONSULTANT

Profile

A strategic marketing leader with accomplishments providing comprehensive marketing and business development solutions within the entertainment and technology sectors. As a former studio marketing executive and as an independent marketing consultant launching numerous products and services into the marketplace, I have a proven track record in B-to-B and B-to-C strategies utilizing a 360-degree approach to branding, growing a targeted audience, forming strategic partnerships, and establishing successful business verticals.

Career Milestones

- **Location-based Entertainment** specialist, consulting for master planners, creative companies, attraction design, media design/production for projection mapping, technical effects, and other suppliers in the **attractions industry; and a Board member of the Themed Entertainment Association.**
- **Studio marketing executive** for Warner Bros. Studio Facilities, Warner Hollywood, Paramount Studios.
- Represented **dozens of feature films and documentaries** securing domestic and international theatrical, DVD, digital/VOD distribution while providing marketing, pr and film festival support.
- **Pioneered the transition of 4D theatre technology** from theme parks into the cinema marketplace, establishing a \$100 million sales vertical.
- **Launched emerging technology** Magnetic Field Architecture (Hendo Hoverboard) with a \$500K viral Kickstarter campaign, worldwide publicity campaign hitting all major media, and first round of funding.
- **Start-up experience** as head of marketing/CMO for digital technology companies: Docler Media live-streaming platforms, IWIN on-demand app, Kandelz fin-tech app, Arx Pax and Hendo Hoverboards.

Marketing Skill Set

Strategy

Bus Dev
Strategic Partnerships
Investor Relations
Planning
Project Mgmt
Budgeting
Analytics/Research

Branding

Graphics
Websites/CMS
Advertising
Messaging
Copywriting
Videos
Creative

Awareness

Publicity
Social Media
SEO/SEM
Tradeshows/Events
Email Marketing
Media Relations
Experiential

Outreach

Film Distribution
Sales
Database/CRM
Presentation Decks
Pitching
Cold Calling
Proposals/Contracts

Relevant Experience

Marketing Consultant

IndieMarketing, Los Angeles, California, 2005 – Present

- **Themed Entertainment/Entertainment**
 - Mousetrappé – Head of Marketing/Business Development for this experiential production and design studio providing media-based shows and visitor experience, specializing in Disney Parks nighttime spectaculars utilizing massive-scale architectural projection mapping.
 - Technifex – Head of Marketing strategizing B-to-B marketing services into new sales verticals for this themed entertainment special effects engineering firm.
 - Wyatt Design Group – Social media and publicity services for renowned theme park design firm.
 - BIC Media – Los Angeles marketing consultant/advisor for this Louisiana-based media company
 - MediaMation – Marketing services including design, website, advertising, publicity, tradeshow management, and social media to promote this systems integrator and inventor of 4D rides.
 - Paramount Studios – rebranding campaign for studio services and backlot

- **Emerging Technology**
 - Docler Media live-streaming platforms – As CMO I strategized the U.S. branding launch of SonicBox.com, Cyranoz.com, Oranum.com, and TAGchannel.com/TAG TV utilizing content marketing, social media, influencer marketing, PR, and events.
 - Arx Pax (Mag Lev hover technology) – as CMO I established strategic partnerships with major studios, theme parks, and investors, allowing this Silicon Valley start-up to receive first round of funding. Launched a viral Kickstarter and worldwide PR campaign.
 - MX-4D Motion Effects Theatres - As Head of Marketing I pioneered the transition of 4D technology from theme parks to cinemas, negotiating contracts with major studios for 4D digital formats and \$100MM+ contracts with theatre chains worldwide.
 - Kandelz.com – provided influencer marketing consultation for product launch of this fin-tech app.
 - IWIN.com – provided city launch marketing plan for Los Angeles of this on-demand delivery app.
 - GDC Technology – launched digital division for this cinema products developer

- **Film/TV**
 - Consultant for independent filmmakers, investors, production and distribution companies, to brand, build an audience, and negotiate distribution deals (theatrical, home entertainment, VOD, Digital, TV, international) for films, docs, television shows, and books. Includes hands-on execution of the marketing and publicity campaigns including creative (trailers, key art, website, press kits, EPKs); publicity and media relations (press junkets, press events, pitch stories, press releases); creating and distributing the marketing assets (videos, images, digital); film festival representation; designing websites, copywriting content, managing CMS/SEO, events, and social media. More at www.indiemarketing.com

***Director of Marketing/Head of Marketing
Warner Bros Studio Facilities, Burbank, California, 1996-2005***

Managed internal teams of 30 departments to plan and execute marketing campaigns to grow business for studio services with \$1MM annual budget. Businesses included rentals of stages, sets, costumes, props, grip/set lighting, post production services, constructions services, WB Studio Tour, to name a few. Analyzed operations and services to identify key target markets and sought out strategic partnerships to build business networks. Developed marketing, advertising, publicity campaigns that targeted production companies, independent producers, commercial production houses, internal Warner Bros. clients, and studios. Worked with hundreds of film and TV executives, producers, directors, and below the line talent. Produced hundreds of special events on the lot wrangling talent and executives from intimate cocktail receptions to large galas and launches.

Education

UCLA - Bachelor of Arts in Sociology, Business Administration Specialization

Specialty Training

Publicity Training ~ Script Reading—Film and TV Program, UCLA Extension

Affiliations

Themed Entertainment Association ~ Experiential Marketers ~ Women in Film ~ Association of Independent Commercial Producers ~ Hollywood Post Alliance ~ Themed Entertainment Association ~ Meeting Professionals Int'l ~ Set Decorators Society of America ~ Film Independent ~ Entertainment Publicist Professional Society ~ Santa Monica Chamber of Commerce ~ UCLA Alumni Band

Board of Directors

Themed Entertainment Association (TEA) Western Division; Chairperson for the Events Committee
Multiple Dystrophy Association (MDA) – Los Angeles Chapter (2016)