

SHERRY GUNTHER SHUGERMAN, p.g.a

CELL: 818-917-0021 Calabasas, CA sherrygunther1@gmail.com

Emmy-Award winning Producer * Media Executive * Entrepreneur * Professor

Strategic Leadership • Management • Creative Development • Production Operations • Brand Building
Animation • Live Action • Digital Media • Digital Gaming • Toys

OVERVIEW AND OBJECTIVES

Strategic innovative media executive • MBA • Two-time Emmy-Award winning Producer • Passionate Entrepreneurship Professor • Management & leadership expertise • Proven production & development executive • Proven entrepreneur • Track record of producing hit franchises • Seeking position as full time professor

CORE COMPETENCIES

Operations • Creative Development • Leadership • Organizational & change management • Strategic planning • Brand building • Team-building • Budgeting/financial planning • Capital raising/Funding • Scheduling • Production work-flow design • Contract negotiations • Global partnerships expert • Analytical problem solver • Tech Savvy • Entrepreneurship • Strong communicator • Digital media innovator • Animation • Live Action • Digital Content

PROFESSIONAL EXPERIENCE

ADJUNCT PROFESSOR- UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA 2014 - PRESENT

- Teach a graduate level course at the **Marshall School of Business- Greif Center for Entrepreneurship**
- Teach: ***Entrepreneurship in the Media and Entertainment Industry***

ADJUNCT PROFESSOR- LOS ANGELES FILM SCHOOL, Los Angeles, CA 2020 - PRESENT

- Teach undergraduate level course in **Brand Management**

FOUNDER/CEO/ EXECUTIVE PRODUCER/DIRECTOR- POPmedia- Media Company 2016 - PRESENT

- Innovated strategy to build a media company focused on multi-platform brands
- Successfully built up company from ground up
- Garnered invaluable client and vendor relationships
- Consulted for Netflix and other media partners
- Successfully identified, negotiated, and partnered up with global distribution/strategic partners
- Successfully licensed out ***The Beatrix Girls*** to Spin Master as a master toy licensee
- Developed 9 original content IP for digital media, television and licensing and merchandising

CEO- PopStar Club- Toy/Digital Media/IP Creation/Content Marketing Company 2011 - 2015

- Led a profitable new toy company & lucrative media brand driven by original digital media content
- Innovated global strategy to launch an original multi-platform IP/brand through digital & social media
- Led design, creative, original content, manufacturing, sales, marketing, production, finance
- Established subsidiary in Hong Kong to oversee quality and flawless manufacturing in Southern China
- Created- ***The Beatrix Girls***- award-winning dolls, original music, digital content, toys, licensed products
- Successfully launched and monetized music on iTunes, original content on YouTube, and aggressive social and digital media campaign to support toys and licensing and merchandising

- Achieved wide global retail distribution of dolls including ToysRUs, Justice, Amazon, and international
- Secured 9 separate licensing and merchandising category licensees
- Garnered over 65M views on YouTube
- Sold through in retail over \$5M in sales
- Identified investors, negotiated terms and secured financing of \$7M from various investors

FOUNDER/CCO/CEO-

MyMiniPeeps.com, ZooKazoo.com- Masher Media- Social gaming/Virtual Worlds 2006–2010

- Innovated in kids' virtual world/digital-tech and gaming space by creating and launching two separate award-winning kids' gaming/social media sites with original content and technology
- Created award-winning creative concept and led and managed art direction and game design
- Managed tech staff and led CTO to achieve unprecedented features and tech functionality
- Orchestrated innovative digital marketing strategy to build up to 250,000 Unique Monthly Users
- Successfully raised capital of upwards of \$5M from private investors and Tech Coast Angels
- Led negotiations on offer from Viacom for a \$100M buy-out

PRODUCER/DIVISION HEAD- Warner Bros. Features 2001-2004

- Demonstrated value add to President of Filmed Entertainment by proposing and then executing a new division to produce **Looney Tunes Shorts** program to screen in front of theatrical features
- Built new production unit and innovated a unique production pipeline to produce top quality shorts
- Managed all aspects of creative and production resulting in highly acclaimed shorts
- Maximized dollars on the screen and ensured quality with responsibility for \$10M budget

PRODUCER/DIVISION HEAD- 20th Century Fox Television 1998-2000

- Produced (original producer) **Family Guy** television series overseeing all aspects of production, post production, global outsourcing and liaising with network and multiple studio cross-functional divisions
- Hired and managed team of 100 creative and production staff including writers' room
- Led all aspects of creative and production of hit series
- Maximized and managed over \$30M a year budget delivering 3 seasons on budget and schedule
- Successfully persuaded Fox executives to open up their own in-house animation studio for all their prime-time shows, presenting full business plan and working with studio legal, labor and production
- Built Fox's first in-house animation studio for prime-time animation with over 200 employees
- Produced two additional pilots for Fox through new studio

SENIOR VICE PRESIDENT, PRODUCTION/EXECUTIVE PRODUCER- Hanna Barbera Cartoons 1995-1997

- Modernized Studio- brought in when Turner bought the company, to overhaul into creative hub
- Successfully executed change management- restructured the studio into a unique hit-making pipeline to launch The Cartoon Network with 5 hit series within one year
- Oversaw development and production of 12 hit series
- Executive Produced: **Dexter's Laboratory, PowerPuff Girls, Johnny Bravo, Courage the Cowardly Dog, Cow and Chicken** and more
- Successfully identified and hired over 300 top talent and Oscar and Emmy winning creatives
- Garnered 5 Emmy-Award nominations from original shows
- Created and managed over \$10M a year capital budget and over \$60M a year in production budgets

STUDIO HEAD/SUPERVISING PRODUCER/PRODUCER- Klasky Csupo

- Produced (original producer) *The Simpsons*, *Edith Ann*, *Duckman*, *Rugrats* and more
- Grew company from 13 to 200 creative and management staff
- Created and implemented innovative unique production pipeline for higher quality prime-time shows that have now become industry standard for all prime-time animated series
- Pioneered global outsourcing to Japan, Korea, Philippines, Taiwan, India, and China
- Awarded two Emmy-Awards, a Cable-Ace Award and multiple film festival awards

EXECUTIVE PRODUCER/CO-CREATOR- The Disney Channel

2005

- Commissioned by Disney Channel Head of Content to develop new ideas for *Mickey Mouse* re-launch
- Successfully Co-created a new fresh take on *Mickey Mouse* that was greenlit to pilot
- Led all aspects of development and production for CGI pilot that was selected to proceed to series

NICKELODEON- SANTA MONICA, CA

EXECUTIVE PRODUCER/DIVISION HEAD

1997-1998

- Built a new direct-to-video movie division for Nickelodeon
- Spearheaded development- took pitches from creators and selected movies to move forward
- Hired and managed staff, all aspects of creative, production, outsourcing, and liaising with network and studio executives

PRODUCER- Prime time pilots -Touchstone Television, Imagine Television, Carsey Warner

1997-2004

STUDIO HEAD/SUPERVISING PRODUCER/PRODUCER- Bakshi Studios

PRODUCTION MANAGER- Disney Feature Animation- *Oliver and Company* and *The Little Mermaid*

E D U C A T I O N

University of Southern California - USC • Marshall School of Business – MBA

2008

University of California, Los Angeles - UCLA • BS, Sociology/Psychology

University of California, San Diego – UCSD • Applied Mathematics/Computer Science

FLUENT IN 4 LANGUAGES – English • French • Hebrew • Spanish

A W A R D S

Emmy Award Winner (*Simpsons*, 1991 • *Rugrats*, 1992) • **Emmy Nominee** (*Simpsons*, 1992 • *Duckman*, 1994 • *Dexter's Laboratory*, 1997 • *Family Guy*, 1999) • **Cable Ace Winner** (*Duckman*, 1996) • **Cable Ace Nominee** (*Duckman*, 1994 & 1995 • *Johnny Bravo*, 1997) • **Wonder Woman in Toys Award** (2013, 2014, 2015) • **Annie Nominee** (*Dexter's Laboratory*, 1996) • **Banff Festival Winner** (*Duckman*, 1995) • **Environmental Media Award Nominee** (*Edith Ann*, 1994) • **Humanitas Finalist** (*Edith Ann*, 1994)

A F F I L I A T I O N S

Producers' Guild of America • Academy of Television • Women in Animation • Women in Toys • 2020 Women on Boards

- **Entrepreneur in Residence (EIR) at PlugNPlay**- largest investor and start-up incubator in the US
- On the board of several organizations and companies

C R E D I T S

DIRECTOR

<i>The Beatrix Girls</i>	TV Pilot- Live action, puppets, CGI	POPmedia Brands	2017-2018
--------------------------	-------------------------------------	-----------------	-----------

CREATOR

<i>The Beatrix Girls</i>	Series, Digital, Toys	POPmedia Brands	2012 - Present
<i>Petstagram</i>	Series, Digital, Toys	POPmedia Brands	2015 - Present
<i>Isle of Adventure</i>	Series development	POPmedia Brands	2016 - Present
<i>The Zany Life of Zobot Piper</i>	Series development	POPmedia Brands	2016 - Present
<i>Taylor Teaches</i>	Series, digital, toy development	POPmedia Brands	2016 - Present
<i>Zane and the Imaginaries</i>	Series development	POPmedia/Marza	2017
<i>Sing and Sang Panda</i>	Series development	Meadow Bay Prod	2005
<i>Mickey's Toon Tales</i>	Preschool development, pilot	The Disney Channel	2004
<i>Sharin'</i>	Series development, Pilot	Meadow Bay/Disney	2002 - 2003
<i>The Rosenbergs</i>	Prime Time Series development, Pilot	Meadow Bay Prod	2000 - 2002

EXECUTIVE PRODUCER

<i>The Beatrix Girls</i>	Pilot- Live action/Puppets/CGI	POPmedia/m4e/Planeta Jr.	2018
<i>The Beatrix Girls</i>	Doll line/Music/Digital webisodes	PopStar Club	2011 - 2015
<i>MyMiniPeeps.</i>	Online Virtual World	Masher Media	2009 - 2011
<i>ZooKazoo</i>	Online Virtual World	KD Learning	2005 - 2008
<i>Mickey's Playhouse</i>	Pilot- Co-Created	The Disney Channel	2004
<i>Sharin'</i>	Development- co-created	The Disney Channel	2002 - 2003
<i>Rosenbergs</i>	Prime Time Pilot -Co-created	Meadow Bay Prods	2002
<i>Globehunters, Electric Pied Piper</i>	2 direct to video features	Nickelodeon	1998 - 2000
<i>Dexter's Laboratory</i>	Series for Cartoon Network	Hanna Barbera	1996 - 1997
<i>Cow and Chicken</i>	Series for Cartoon Network	Hanna Barbera	1996 - 1997
<i>Johnny Bravo</i>	Series for Cartoon Network	Hanna Barbera	1997
<i>Johnny Quest</i>	Series for Cartoon Network TNT, TBS	Hanna Barbera	1996
<i>Dumb and Dumber</i>	Series for ABC	Hanna Barbera	1996
<i>What a Cartoon!</i>	Short Series for Cartoon Network	Hanna Barbera	1995 - 1996

PRODUCER

<i>Say Uncle</i>	Pilot for FOX	Touchstone Television	2004
<i>Looney Tunes</i>	Theatrical Shorts	Warner Bros.	2002 - 2003
<i>Monkeys, Stabler, PhD</i>	Pilots for FOX	Imagine Television	2000 - 2001
<i>Freshmen</i>	Pilots for FOX	Twentieth Television	1999 - 2000
<i>Family Guy</i>	Series for FOX	Twentieth TV	1998 - 2000
<i>God, the Devil & Bob</i>	Pilot for NBC	Carsey Werner	1997 - 1998
<i>Duckman</i>	Series for USA Network	Klasky Csupo	1993 - 1995
<i>Edith Ann</i>	2 Specials for ABC	Klasky Csupo	1993 - 1994
<i>The Simpsons</i>	Series for FOX	Klasky Csupo	1990 - 1993
<i>Simpsons Burger King</i>	Commercials for Mattel	Klasky Csupo	1991 - 1993
<i>Simpsons – Do the Bartman</i>	Music Video – Michael Jackson	Klasky Csupo	1992

SUPERVISING PRODUCER

<i>Rugrats</i>	Series for Nickelodeon	Klasky Csupo	1990 - 1994
<i>ROC</i>	Series Main Title	Klasky Csupo	1993
<i>In Living Color</i>	3 Main Titles for Series	Klasky Csupo	1991, 1993, 1994

Personal Biography

Sherry Gunther Shugerman, p.g.a. Producer/Media Executive/Entrepreneur/Professor

Sherry Gunther Shugerman is a two-time Emmy-Award winning producer with 5 additional Emmy-Award Nominations, a Cable-Ace-Award, a Humanitas-Award, and multiple film festival awards.

As a producer, studio executive and serial entrepreneur, Sherry holds an unparalleled track-record of creating developing and producing some of television's top hits for the past 3 decades as well as feature films, digital media content and AR/VR. Sherry was the original producer of '*The Simpsons*', '*Family Guy*', '*Rugrats*', and more.

Sherry's passion for quality entertainment, her mastery of the creative and production processes, and her cultivated relationships with creative talent, global networks, distribution and co-production partners have enabled her to continue to innovate and produce hit franchises.

Sherry has headed up studios and production divisions for Twentieth Century Fox, Warner Bros., Nickelodeon, and Klasky Csupo. She also helmed Hanna Barbera when the company was bought by Turner and was instrumental in the launch of The Cartoon Network with such hits as: '*PowerPuff Girls*', '*Dexter's Laboratory*', '*Johnny Bravo*', '*Courage the Cowardly Dog*', '*Cow and Chicken*' and more.

As an entrepreneur, Sherry spent 7 years as a pioneer innovating digital content for virtual worlds and social gaming. She then created and launched *The Beatrix Girls*, a true multi-platform media brand of pop-star fashion dolls supported by digital content and original music, which her company manufactured and sold in retail in 13 countries with 9 additional brand licensees.

Currently, Sherry runs her own media company, POPmedia Brands, where '*The Beatrix Girls*' are ready to launch into a TV series to support a global licensing program, and SpinMaster has joined as the master toy licensee. Also in POPmedia's pipeline are 7 additional original projects that Sherry has created and developed.

Sherry has consulted, advised and served on boards of numerous start-ups in the tech, digital and media space.

Sherry has a BS from UCLA and an MBA from USC, where she is an adjunct professor teaching a graduate level business course in Entrepreneurship, Media, and Entertainment.