

Toronto, Canada

## **Career Statement**

During my 20+ years of Marketing and Sales, Broadcast Solution Design and Build, Production, Advertising, Product Management, and Product Training, I have profoundly impacted top-name brands, whether they were clients or an employer. My diversity in skill and competency has allowed me the honour and privilege to do exceptional work for Sony and Sony Broadcast, Apple, New York Rangers, Liverpool FC, U.S.Army at Westpoint, Australia Cricket, Ireland Rugby and many others.

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To view examples of my work and career path navigate to http://www.ivanreel.com

# **Creative Director**

1998 MVP Marketing Award

## **Product Management**

2005 Outstanding Marketing for Revenue Achievement \$40 Million Target

## **Founder**

Launched Dev & Products Group Servicing Canada's Top TELCO & Brands

#### **Founder**

Innovated Software for Sports Video Replay Systems. In launch year signed Liverpool, NYR, England Football and Ireland Rugby.

## **Unreal Engine**

Developed a rapid workflow building 3D scenes for Social Channel Monetization

## **Career Highlights**

2007

2014

2018

2020

2022

**Product Management** Elevated to Broadcast Production within Sony. Managed Studio & Production Cameras & Displays

## Joint Apple/Sony

Helped build an industry 1stApple/Sony production XDCAM&FCP roadshow

Innovated Software for Medical OR Surgical Video Systems. Deployed at Toronto Sick Kids Hospital

## **Upskill**

Obtained **VFXDegree** Toronto Film School

## **LEADANIMATOR**

"Weapon of the Century", The AK47

## **Technical Skills**

#### **VFX Software**

**Product Dev** 

**Agile PMPO** 

Maya (Intermediate) Nuke (Beginner-Intermediate) U5 (Intermediate-Expert)

## Design, UI/UX, Publish

Adobe Illustrator (Expert) Adobe Photoshop (Expert) Adobe XD (Expert)

## **Dev Management**

JIRA (Refresherneeded) CISCO iOS (Beginner) Salesforce (Refresher needed)

Media, Design,

UI/UX

### **Agile Accredited**

Scaled Agile PM/PO

## **Experience**

## 2021 - Present

**UE ARTIST, LEAD - Underknown Inc.** 

I balance the aesthetics and technical requirements of assetsand world creation for digital reenactments. I am responsible for optimizing external created assetsto work in Unreal Engine for Virtual Productions. Duties also include realizing ideas/concepts by creating exciting. immersive video sequences.

## 2007 - 2018

## Founder - AvocaApp Solns.

Building myplayXplay™ from inception to execution - a professional sports video replay iOS App. It was a world first in wireless multi-angle video replay and tagging, coding and recording to iPad.

Acquired International and Professional Coaches in Pro Sports.

## 2007 - 2018

Founder - Avoca Tech. Inc. Ongoing management of Avoca Branded Products with multiple China Factory visits for product procurement and sourcing.

Created year-over-year product concepts for handset manufacturer augmenting their "go to market" mobile strategies.

### 2001-2007

## Senior Product Manager-Sony

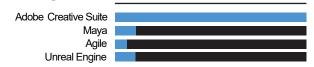
Managed all Camera Product Lines, Interconnect COAX, TRIAX, CCUs and Monitoring. Built sales & marketing for HDCAM, XCAM, DXC Studio and HDC Studio, Prosumer Handheld.

Participated in all Tender processes with the Sony team for broadcast base.

**Competencies Ratio** 

Marketing PR, Training

#### Top Skills 1yr 10yr 20yrs



## **Education**

Toronto Film School - VFXAssociate Degree UXinstitute.com - UX/UI Associate Degree Memorial University - Undergraduate in English Lit & Psyc CALC- High School Grade 13 OAC Graduation Year Brebeuf College School, Ontario - High-school

## 2019 - 2020

## Product Manager- Imagine Com. Inc.

Scoped needs and requirements developing software for ST2110/2022 for IP Flows.

Managed key strategic global OEM relationships with software Vendors.

Continuous customer management and engagement for large Broadcast installations.

## 1999 - 2001

## **Product Manager & PR - Apple**

Managed and promoted all Macintosh Product Lines for country while developing and maintaining Budgets and Forecasts.

Additionally was assigned to be PR spokesperson for the country.

Continued online at www.ivanreel.com

**Interests** 

Lots of books

Even more Film

Sport Science