

DIANE JACKSON-TOTH

Creative Production & Operations Executive

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EXECUTIVE SUMMARY

I'm a conscientious, award-winning Production Leader and Global Brand Builder with 25 years of deep expertise across every aspect of production, business, operations, and finance. I have led Global Production at Facebook & Meta and for large Network Agencies DDB and BBDO, and I am currently the President of the global production solutions company, Makers.

My extensive knowledge of production skills is diverse, having led the creation of fully integrated global brand campaigns, long format films, television commercials, VR/AR/AI, gaming, OOH, social media, "always-on" content, live experiences, activations, and events. I have built multiple in-house production studios and in recent years I have also been responsible for identifying and implementing new technologies that continue to impact business functionalities company wide.

I'm passionate about companies that connect with and inspire people. I value brands that engage emotionally to build communities and brand loyalty. I believe in purposeful work focused on impactful results, scalable for efficiency and consistency.

- Inspiring, fair leader that cares deeply about building a happy, high-functioning team.
- Connector of people and builder of networks and relationships, bringing together diverse disciplines and talent, across all media channels, platforms and continents.
- 24/7 recruiter & attractor of talent.
- Strategic and decisive leader who is driven to create opportunities for optimization, efficiency, and business growth.
- Creative problem solver who nurtures an environment that allows ideas and people to thrive.
- Aptitude for organizational design of agile & evolving production solutions.

WORK EXPERIENCE

MAKERS (February 2023- Present)

PRESIDENT

As President of Makers, I lead our company's strategic vision, ensuring we deliver top-tier production solutions for major global brands. My role involves executive decision making, driving business growth, rigorous oversight of operations, profitability, and forecasting. I have restructured the company, implemented calibrations and leveling across all departments, conducted a full data audit and reduced overhead and significantly increased profitability.

I'm responsible for fostering strong relationships with clients, cross functional partners, agencies, and creative talent, recently completing a comprehensive report of a client journey. I work closely with our teams to innovate, optimize efficiency, and maintain the highest stands of excellence. By shaping our company direction and expanding our company's global impact, I strive to position Makers as a leader in the industry. With a global network of over 11,000 Makers, I have evolved the company to provide efficient and impactful solutions to support quick to market, scalable production models, embracing tech and AI within all workflows. Makers currently services clients including, Apple, Amazon, Pepsi, Meta, Sephora, Quaker, Kohler, Hello Fresh, Panera Bread and Kohls and Agency networks including W&K, DDB, BBDO as well as many independents.

META (October 2021- February 2023)

DIRECTOR, GLOBAL HEAD OF PRODUCTION, CREATIVE & EXPERIENTIAL

FACEBOOK (July 2021 - October 2021)

DIRECTOR, GLOBAL HEAD OF PRODUCTION, CREATIVE & EXPERIENTIAL

Global Content Development, Global Creative Development, Global Experiential & Industry Marketing

Led Global Production for Creative & Experiential within Global Business Marketing.

Supported Global Content Development, Global Experiential and Industry Marketing and Global Creative Development. Supported regional creative hubs working with agencies, production companies, and creators in the strategic positioning and execution of ideas, campaigns, content, and experiences for Facebook, Instagram, WhatsApp, Messenger, Quest, and Horizon Worlds.

Implemented operational changes for optimization and compliance, while also expanding capabilities and impact, notably web and digital production and business affairs and legal.

Led Production on major Meta initiatives including;

- Executive Producer for Meta "Connect", the largest company-wide initiative outlining Mark Zuckerberg's vision and priorities for the future of the company. Over 100 developer sessions, the Metaverse Live Event and the Opening Film.
- "Meet Meta" the company's Global Business Re-brand, launched at Adweek 2022. In partnership with R/GA. Series of integrated deliverables to showcase the power of Meta's tools and platforms for business optimization.
- Meta "Beach" Activation & Experiences at Cannes Lions Festival Production. Lead for all Meta stakeholders across all divisions. Selected and managed partners in the build of the Meta Stage and three beach pavilions to showcase Meta's Immersive Learning, Creator Reels Studio and Horizon Worlds. Integrated brand partnerships with Mini, Fender and Wendy's in VR. Led content creation & capture for the event, including deliverables for Meta's Executive Leadership team for their speaking engagements and Creator sessions. AR/VR Activations, including Festival Badge for 15,000 delegate passes.
- #BuyBlackFriday – An initiative to support black owned businesses in a LIVE on platform talk show in partnership with Westbrook Productions. Activation included store-front buildouts, recognized by Communication Arts.
- Global Brand Photo Library- ran global pitch and proof of concept program to establish long term relationship between Shutterstock and Meta
- Led Meta's first and only NFT activation.
- Supported "Always on" platforms for Instagram and FB for Business
- Expanded Meta's Global Master Supplier program.
- Co-authored Meta's industry-wide Production Playbook.

DDB WORLDWIDE (2006 – July 2021)

CHIEF PRODUCTION OFFICER

Board Member, Agency Executive Leadership Team | Served on Global Creative Council

Led an integrated production team in the creation of groundbreaking work, including Skittles "Broadway the Rainbow", Skittles "Exclusive the Rainbow", Coors Light "Big Game Commercial of Your Dreams: Dream Study", and McDonald's "Hijack the Super Bowl", all bypassed TV media to produce "most talked about" Super Bowl ads that generated 6B+ cumulative impressions, \$80MM+ in earned media, and \$0 in Super Bowl spend.

- Attracted, hired, and built a world-class production community of 200+ producers, editors, business managers, developers, and talent specialists.
Led production teams in building \$1.2B+ in content and experiences across all mediums.
Designed and built DDB's 10,000sqft in-house studio and post-production studio and partner affiliations. This included managing client procurement negotiations, contractor hiring & contingent worker management, establishing rate-cards and managing P&L & OPEX.
- Responsible for global production projects & building appropriate teams and capabilities, including projects in Africa (Morocco, South Africa), Asia (Japan, New Zealand), EU (UK, France, Italy, Spain, Czech Republic, Estonia, Slovenia), LATAM (Argentina, Mexico, Belize & Brazil).
- Identified and implemented operational systems to leverage efficiencies for market spend and amplification of scaled solutions.
- Responsible for prototyping and feasibility testing ideas through early collaboration with creative directors, partners and clients, and elevating ideas throughout the entire production process.
- Developed presentation strategy and crafted pitch theater for all new business activity and in partnership with agency pitch teams, generated multi-billion-dollar cumulative revenue for DDB Chicago, securing new client business for U.S. Army, Jeep, Alfa Romeo, Kohler, Mars Wrigley, PepsiCo, McDonalds and State Farm.
- Championed and supported Chicago Community Philanthropic efforts. Off The Street Club(OTSC),

After-school program for Boys and Girls in one of Chicago & toughest neighborhoods, Free Spirit Media, an inner-city program introducing kids to career opportunities in film and media. Ronald McDonald House Charities, fundraiser and awareness campaigns. Dress for Success, providing mentorship and clothing drives for women looking to re-enter the workforce.

- Led two agency moves and worked with architects to design DDB offices. Designed both spaces.

BBDO WORLDWIDE (2003 – 2006)

SVP, DIRECTOR OF INTEGRATED PRODUCTION

- Built BBDO Chicago's integrated production operation from scratch, from defining KPIs and elevating production craft (expanded Broadcast, Content, Digital, Gaming), to producing experiences that were recognized with, among other honors, BBDO Chicago's first Cannes Lions.
- Led production for 100+ campaigns, from worldwide executive pitches, client onboarding, and complex budgeting, to project delivery end-to-end (production, post-production, activation). Introduced new in-house capabilities, such as music, sound design, and post-production, which reduced OPEX and amplified quality. Major clients included Bayer, Mars Wrigley, HSBC and PepsiCo.

EXTRA CURRICULAR ACTIVITY

Served as EP of Chicago's Olympic Bid in Copenhagen; Produced Chicago Marathon's musical anthem with the Los Angeles Philharmonic; Produced Clinton Foundation's 10-Year Anniversary, interviewing Tony Blair, President Clinton, Barbara Streisand, and Jay-Z to name but a few.

EDUCATION

Bachelor of Arts in Library & Information Sciences | Bachelor of Arts in Video & Film Production

BRIGHTON UNIVERSITY, Sussex, England

SELECTED HONORS AND AWARDS

Woman of the Year, Advertising, Marketing and Public Relations, 2018 Gold Stevie Award, Cannes Lions 30+, Clio Awards 20+, The One Show Awards 25+, London International Awards 20+, D&AD Pencils 15+

GLOBAL JURY MEMBERSHIPS

Jury President - LONDON INTERNATIONAL AWARDS, A-LIST AND ADAGE CREATIVITY AWARDS

Juror - CANNES LIONS, D&AD AWARDS, AICP CURATORIAL PANEL, SHOTS AWARDS, MOMA, THE ONE SHOW AWARDS, THE ONE CLUB, CICLOPE LATINO, AFRICA, ASIA FESTIVALS OF CRAFT

GLOBAL CONFERENCE PRESENTATIONS & SPEAKING ENGAGEMENTS

Keynote Speaker, THE WOMEN IN FILM FORUM, New York. BOARDS MAGAZINE SUMMIT, New York. CICLOPE INTERNATIONAL FESTIVAL OF CRAFT, Berlin, Germany. Speaker, CICLOPE LATINO FESTIVAL OF CRAFT, Mexico City, Mexico.

Opening Remarks, Commitment to Excellence Award, THE HUGO AWARDS, Denver, Colorado. Presenter, "Collaboration in Pursuit of Magic" JIM STENGEL'S CMO ACCELERATOR PROGRAM, CANNES LIONS FESTIVAL OF CREATIVITY, Cannes, France

PUBLICATIONS & MEDIA COVERAGE

The Future of Super Bowl Ads Doesn't Include TV—or Football (Skittles Commercial: The Broadway Musical), WIRED Jeep Scores Big With '4x4ever' Super Bowl Ad, Song (Fiat Chrysler Automobiles Commercial: 4x4ever), BILLBOARD Coors Didn't Buy A Super Bowl Ad. It Wants Into Your Dreams Instead (Molson Coors Commercial:

Dreams), FORBES Women in Advertising: Diane Jackson, ADFORUM

DDB Enlists Production Exec Diane Jackson, ADWEEK

Cannes Lions, AICP Next Awards Judges Share Thoughts on Biz, SHOOT MAGAZINE