

DAVID PORRAS

Regional Head of Production

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SUMMARY

An executive and regional production lead with experience in international, operational management across multiple offices. Runs strategic business development in various markets and countries and is responsible for building and maintaining global partnerships, and growing a company's services & revenue. Leading integrated, multidisciplinary, production & Post Production teams of 25+ people, to deliver content solutions for multiple, high profile brands in the United States, Europe and Asia.

EXPERIENCE

Regional Head of Production 2020 - Present

Townhouse LATAM / Grey Group (WPP) Mexico City, Mx & Los Angeles, CA

Townhouse LATAM is a WPP, integrated network of content studios in Mexico, Colombia, Ecuador, Peru, Argentina, and Brazil. As a part of the WPP family, Townhouse LATAM services WPP agencies, as well as outside clients to provide integrated content solutions.

- Developing and Managing Production requests & creative briefs and creating the best integrated production teams to support them.
- Business development and strategic planning of our integrated production services to clients outside of Latin America
- Facilitating projects both within Latin America, and internationally (United States, Europe, and Asia) to meet client needs
- Building and maintaining our regional and global network of content production partners to service the needs of our growing international client base.
- Client acquisition and retention
- Business growth & revenue generation
- Establishing Townhouse LATAM current position in the global, production landscape.

Operations & Production Consultant 2023 - Present

Remote Control Technologies New York & Los Angeles

A creative technology services agency providing world-class creative solutions for content, technology, and interactive experiences for some of the top tech companies. Clients include Meta, Pelaton, Apple, Light Field Labs.

- Consulting on their international operations model and partnerships
- Establishing company processes & procedures
- Bringing production solutions to their integrated teams of designers, graphic artists, tech artists, etc to execute meta verse, AR / VR projects
- Providing insights on the development of teams to prototype new AI technologies

Director Content Production 2017 - 2019

VML (Y&R) - Middle Mile New York, NY

Middle Mile is a division of WPP and VMLY&R that provides production services and develops original content for brands and clients like Colgate.

- Built MM's production capabilities both internally and with production partners.
- Managed original content created out of MM's Content Studio.
- Developed and maintained client relationships
- Managed a team of producers, editors and graphic artists.



CORE COMPETENCIES

Establishing a global network of offices & Partners

Building & managing multidisciplinary international teams

Strategic business development

Designing creative briefs & RFPs

Developing innovative bespoke content solutions

Client aquisition & retention

Expanding services & Revenue Growth

KEY ACHIEVEMENTS

🏆 TOWNHOUSE LATAM

Grew this collection of offices into a robust integrated network of content creation studios in 6 countries in Latin America

INDUSTRY EXPERTISE

Operations for Production & Post Production Studios

Digital Content, Broadcast, Experiential Production

Client Management

Revenue Growth

STRENGTHS

💡 Collaboration & Team Building

Finding and retaining talent, and building comprehensive teams

💡 Strategic Partnerships

Identifying key partners and building relationships to provide solutions to client needs.

EXPERIENCE

Production & Development Consultant for VR Content

2016 - 2017

[NOVO Reality](#)

New York, NY

NOVOreality is a ground-breaking platform introduced in 2016 that merges high-end virtual reality with precise, wide-range motion simulation, delivering the real sensations of motion while immersed in amazing stories.

- Consulted on developing content for a robotic arm, motion simulator.
- Fostered relationships and content partnerships
- Advised on strategic goals and direction
- Developed marketing materials to promote their unique approach to VR content

Executive Producer of Digital Solutions (Experiential)

2015 - 2016

[MKTG](#)

New York, NY

A part of the Dentsu Aegis Network, MKTG is a global lifestyle marketing agency that specializes in delivering strategic, business-oriented marketing solutions for leading brands via sport and entertainment consulting, live experiences, retail marketing, enterprise/B2B engagement, hospitality and sponsorship marketing.

- Worked with creative teams to conceptualize and produce digital executions and assets for experiences
- Produced interactive digital displays, visualizations and social media executions.
- Projects included: the Gatorade Fuel Lab experience at the 2016 SXSW Festival, JW Marriott Cabo San Lucas launch + digital assets for concert series and special events.

Sr Producer of Digital Content & Experiential

2012 - 2013

[R/GA](#)

New York, NY

This design focused, content studio worked in conjunction with agency side of R/GA in developing unique content.

- Produced digital/branded content + mobile apps and cross platform initiatives involving live events, digital, video, & social media.
- Projects included: The Times Square Takeover for Microsoft, Digital content for HTC, and Nike

Producer

2002 - 2012

[Grey Group](#) / [Saatchi & Saatchi](#) / [Publicis](#)

Location

Worked as an agency producer for these large advertising agencies developing projects for P&G, Colgate, General Mills, etc.

- Produced a variety of projects in both the digital and broadcast space for brands like Pantene, Olay, Covergirl,
- Managed budgets, and teams in the development of broadcast TV spots, radio and digital content.

EDUCATION

Bachelor of Sciences

Date period

[Miami University of Ohio](#)

LANGUAGES

English	Native
Spanish	Proficient

FIND ME ONLINE

[Davidporras.net](#)

[www.linkedin.com/in/dporras](#)

REFERENCES

<https://www.novoreality.com>

Novo Reality Technologies

<https://mktg.com>

MKTG Marketing & Experiential

<https://www.rga.com>

R/GA Advertising Agency

Additional references
available Upon Request

Reference Contact