

Narendra Reddy

Senior Media Executive

Summary

Management Consulting - Media Sector, Content Development - Film, Television and Web, Marketing, Business Development, International, Project Management, Kids Television

Specialties

Producing Multi-Platform content for Web, TV, Film and Ancillary. Marketing and Programming / Acquisitions for Television and Cable companies Project Management and Business Development in the Domestic and International Media space. Management and Leadership Consulting

Experience

Sr. VP Programming & Production at The Africa Channel

January 2014 - Present (1 year 7 months)

Oversight of all aspects of programming and production at The Africa Channel. Responsibilities include acquisitions, scheduling and original content creation both in the US and on the African continent.

Producer/ Consultant at Reddy or Not Entertainment Inc

January 2006 - Present (9 years 7 months)

CLIENT – NBC Universal o Oversight of Saturday Morning Kids Programming Block for NBC Universal; Launched QUBO – a Kids Network in partnership with NBC Universal, Corus Entertainment, Scholastic Media and Classic Media CLIENT– NBC International o Engaged by NBC International to assist in expansion plans into India CLIENT – ION Media Networks o Marketing, Programming/ Acquisitions, Programming Strategy CLIENT– Pace Studios Inc, Palo Alto, CA o Develop Business Plan, investment package and produce Web Series Pilots to support financing for an Online Content Network

General Manager - India Operations at DreamWorks Animation

July 2010 - July 2013 (3 years 1 month)

Studio Head for Dreamworks Animations operations in India. Oversight for all aspects of DreamWorks Animation India Studios. - Talent management, HR, Recruiting, Budgeting/Finance, Outreach, Training, Facilities, Development/Oversight of Management, Production and Creative staff.

Consultant, Marketing & Programming at ION Media Networks

January 2006 - May 2008 (2 years 5 months)

Marketing - Organized and created a Marketing department for ION; Developed a Brand Strategy for the Network; Developed and conducted Annual Sales Presentations (Upfronts) Programming/ Acquisitions -

Sourced new content and content partnerships for ION Media Networks; Helped develop a programming strategy for the Network.

Vice President, Programming & Development at NBC Universal

November 1998 - January 2006 (7 years 3 months)

Oversight of Children's Programming Block Executive in charge of Production for over a dozen shows (Reality, Game and Drama) for the PAX TV network Executive in charge of Specials for NBC Universal (including SNL25, NBC 75)

Management Consultant at GE

1996 - 1998 (2 years)

Development of Implementation of Six Sigma strategy at GE Capital and NBC Universal Process Improvement Certified Master Black Belt (GE)

Skills & Expertise

Strategy

Recruiting

Project Management

Film

Television

Business Planning

Film Production

Producing

Management

Business Development

Digital Media

Screenwriting

Content Development

Video

Animation

Feature Films

Video Production

Training

Reality

Entertainment

Marketing

Commercials

New Media

Broadcast

Post Production

Short Films

Final Cut Pro

Education

University of California, Los Angeles

FILM/TV, DIRECTING, 1998 - 2001

University of Missouri-Columbia

MSIE/MBA, ENGINEERING & BUSINESS, 1982 - 1986

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[Contact Narendra on LinkedIn](#)