

Heidi Cayn Friedman

Savvy, well-connected Executive specializing in the creation and implementation of efficient production plans, vastly increasing company profits and growth while preserving high quality production values. I am an excellent communicator, flexible, out of the box thinker who can pivot at a moment's notice, phenomenal problem solver and hands on multi-tasker who works well both independently and as a team player. Honest, fair, humorous, loyal, confidential, trustworthy, ethical and organized.

SIGNIFICANT ACCOMPLISHMENTS

- Consistently produces good-looking, creative programming for under approved budget numbers, generating collective savings of over \$30,000,000.
- Supervised all production of multiple series in simultaneous production (over 5,000 episodes), pilots, presentations and development for Network, Cable, Syndication, Digital, Mobile and Branded projects of all genres including, but not limited to, scripted episodic, reality, competition, documentary, lifestyle, live event, music, game and talk.
- Functioned as Executive In Charge of Production on all projects. Worked for 2 years as a Production Executive under the tutelage of Brandon Tartikoff.
- Staffed and managed over 1,000 corporate and freelance positions annually. Supervised direct reports ranging from Senior Vice Presidents to Executive Assistants.
- Member of a team consisting of 6 other division Vice Presidents; interacting daily with Business & Legal Affairs, Development, Marketing & Corporate Communication, Current Programming, International and Finance.
- Created synergy between departments through the implementation of brief weekly meetings. Designed and implemented production and corporate systems for the efficient running of all departments.
- Collaborated with all Executive Producers, Show Runners and Network Creative and Production Executives, above and below the line talent, agents, and managers resulting in seamless communication throughout the production process. Liaised with all Network creative and production executives.
- Formulated, negotiated and renegotiated overall production and post production deals, resulting in over \$1,500,000 in savings to the bottom line of one series.
- Sourced and implemented tax incentive plans resulting in significant budgetary savings.
- Analyzed and recommended strategies for negotiations with 3rd Party Partners, Studios and Networks on all projects. Negotiated deal points on an as needed basis. Reviewed and noted contracts and approved all development and production deals points prior to execution.
- Worked with Business and Legal Affairs in setting standards for company's production labor positions. Negotiated agreements with SAG/AFTRA, DGA, WGA, and IATSE.
- Liaised with outside retained attorneys, payroll companies, CPA firms, insurance companies and banking executives, ensuring open channels of communication, collective brainstorming as well as expedient problem solving.
- Managed all production planning and budgeting, monetary expenditure controls and approvals, cash flows, tracking of individual project P&L and both on-going and year-end projections.

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EXPERIENCE

President/CEO 11/07 – Present
HCF Strategies & HCF Production Consulting
A Global Consulting Company

Clients include (partial list): Notional, IAC/Electus, NBC Entertainment Digital, FOX, Universal Media Studios, Super Deluxe, Turner, NBC Productions, AT&T, Time Warner Publishing, CBS Television, Hoff Productions, Big Table Media, All3 Media America, Wall To Wall UK, Jane Street Entertainment, Viacom, Axelrod/Ett Creative Group, GK Films & Television and more.

Head of Production/Executive In Charge of Production 06/09 thru 03/18
Notional/IAC
Chopped, Chopped Junior, Chopped After Hours

Executive Vice President, Production 08/06 thru 10/07
Executive In Charge of Production
GRB Entertainment
Intervention, Wild World Of Spike, Untold Stories Of The ER

Executive Vice President, Production 10/04 thru 08/06
Executive In Charge of Production
Scout Productions
Queer Eye For The Straight Guy, Queer Eye For The Straight Girl

Co-Executive Producer 01/04 thru 09/04
Paramount Television
Dance 360

Executive Vice President, Production and Finance 02/90 thru 12/03
Executive In Charge Of Production
Stone Stanley Entertainment
Loveline, The Man Show, The Mole, Celebrity Mole, Legends Of The Hidden Temple, Shop 'Til You Drop, Oblivious, Children Of The Corn II-The Final Sacrifice

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SERIES / SPECIALS / PILOTS CREDITS

Network

• "Backlot"	(NBC / Universal - Game)	Pilot
• "Big Deal"	(FOX - Variety / Game)	2 Seasons
• "Celebrity Mole"	(ABC - Game / Adventure / Suspense)	2 Seasons
• "Damaged Goods"	(FOX - Scripted Dramedy & Webisodes)**	Pilot
• "Dial * "	(NBC / Universal /AT&T Drama Webisodes)**	10 Episodes
• "Fame"	(NBC - Variety / Follow Doc)	2 Seasons
• "How To Get The Guy"	(ABC - Follow Doc)	Budgets/Schedule
• "Inside Jokes"	(FOX - Comedy) **	Pilot
• "Popstars"	(The WB - Variety / Follow Doc / Music)	2 Seasons
• "Superstar Television"	(CBS - Scripted Comedy)	Special
• "The Mole"	(ABC - Game / Adventure / Suspense)	2 Seasons
• "Who Do You Think You Are?"	(NBC - Follow Doc)	1 Season
• "Winning Lines"	(CBS - Game)	2 Seasons

Cable

• "24 Hour Catwalk"	(AETN Networks / Lifetime - Competition)	Budgets/Schedule
• "\$Banking on Brody\$"	(Viacom / MTV - Follow Doc)	Pilot
• "Bobcat's Bigass Show"	(FOX / FX - Variety / Game)	2 Seasons
• "Bone Detectives"	(Discovery - Follow Doc)	1 Season
• "Born Lucky"	(AETN Networks / Lifetime - Game)	2 Seasons
• "Burnt Toast"	(ESPN - Sports / Magazine)	Special
• "Chopped"	(Scripps / Food Network - Competition)	39 Seasons
• "Chopped After Hours"	(Scripps / Food Network - Competition)	7 Seasons
• "Chopped Junior"	(Scripps / Food Network - Competition)	7 Seasons
• "Diagnosis X"	(Discovery / TLC - Scripted Drama)**	2 Seasons
• "Dream Team"	(Sy Fy Channel/Studios USA - Talk)	1 Season
• "Free 4 All"	(USA Network - Game)	4 Seasons
• "Hot In Cleveland"	(Viacom / TV Land - Scripted Comedy)**	Budgets/Schedule
• "Gaters"	(ESPN - Game)	1 Season
• "I Can't Believe You Said That!"	(Fox Family Channel - Game)	2 Seasons
• "Intervention"	(AETN Networks/ A & E – Follow Doc)**	3 Seasons
• "Joe Schmo"	(Viacom / Spike - Scripted Comedy)**	2 Seasons
• "Knock First"	(ABC Family - Renovation)	1 Season
• "Legends of the Hidden Temple"	(Viacom / Nickelodeon - Game)	4 Seasons
• "Loveline"	(Viacom / MTV - Talk/Relationship)	6 Seasons
• "Mall Masters at Mall of America"	(GSN - Game)	2 Seasons
• "Oblivious"	(Viacom / Spike - Hidden Camera/Game)	2 Seasons
• "Playing With Guns"	(Viacom / Spike - Scripted Drama)**	Budgets/Schedule
• "Queer Eye For The Straight Guy"	(NBC/Uni / BRAVO - Follow Doc / Renovation)	2 Seasons
• "Queer Eye For The Straight Girl"	(NBC/Uni / BRAVO - Follow Doc / Renovation)	2 Seasons
• "Quicksilver"	(USA Networks - Game)	4 Seasons
• "Retired At 35"	(Viacom / TV Land - Scripted Comedy)**	Budgets/Schedule
• "Secret Lives Of Soccer Moms"	(Discovery / TLC - Follow Doc)	1 Season
• "Shop 'Til You Drop"	(Lifetime / Family Channel / PaxTV – Game)	10 Seasons
• "Surviving Disaster"	(Viacom / Spike –Scripted Reenactment)**	Budgets/Schedule
• "Sweet Genius"	(Scripps / Food Network - Competition)	Budgets/Schedule
• "The Man Show"	(Viacom / Comedy Central - Scripted Comedy)**	5 Seasons
• "Untold Stories Of The ER"	(Discovery / TLC - Scripted Drama) **	2 Seasons
• "USA's Gonzo Games"	(USA Networks - Game)	4 Seasons
• "Virtual World Competition"	(Sy Fy Channel - Event Competition)	Special
• "Wild World Of Spike"	(Viacom / Spike - Sports Event Competition)	2 Seasons

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SERIES / SPECIALS / PILOTS CREDITS (continued)

Syndication

- "All's Fair"
(James Carville & Mary Matalin) (Fox/Tribune - Talk) Pilot
- "All You Need Is Love" (Tribune/Variety - Talk) Pilot
- "Chatroom America" (MGM - Talk) Pilot
- "Dance 360" (Paramount - Game/Competition) 2 Seasons
- "Dr. Drew" (Columbia Television - Talk) Pilot
- "Hot Line" (New World - Talk) Pilot
- "Let's Make A Deal" (New World - Game) 2 Seasons
- "Loveline" (New World/Fox - Talk) Pilot
- "Net Connect" (New World - Game) Pilot
- "People Vs." (Columbia - Comedy / Talk) Pilot
- "Pro Nerf Challenge" (Samuel Goldwyn / Kenner - Sports / Game) Pilot
- "Shop 'Til You Drop" (ACI / Pierson - Game) 2 Seasons
- "Thanks A Million" (All American TV - Reality / Magazine) 1 Season
- "Wavelength" (Rysher TPE - Talk) 3 Seasons
- "Zobmondo" (Studios USA - Comedy / Game) 2 Seasons

Theatrical

- "Children Of The Corn II - The Final Sacrifice" (Miramax / Dimension Films - Horror)**

DVD

- "Jane Fonda's Lower Body Solution"
- "Jane Fonda's Step Aerobic and Abdominal Program"
- "Jane Fonda's Yoga Exercise"
- "The Man Show Volume 1"
- "The Man Show Volume 2"
- "The Man Show – Girls Jumping On Trampolines"
- "Queer Eye For The Straight Guy"

Podcasts

- "Queer Eye For The Straight Guy" Hip Tips

Music and Spoken Word

- "Get Over Yourself" (Eden's Crush/Popstars CD Single)
- "Popstars" (Eden's Crush/Popstars Full-Length CD)
- "Popstars 2" (Scene 23/Popstars Full-Length CD)
- "Popstars 2" (Various Artists/Scene 23 Enhanced CD)
- "Weight Loss Walkout with Jane Fonda"

EDUCATION

Bachelor of Arts, Television & Film Production
California State University, Northridge

Diploma, Beverly Hills High School

References available upon request

**** Denotes scripted or partially scripted projects**