

Heidi Cayn Friedman

Savvy, well-connected Executive specializing in the creation and implementation of efficient production and business 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, enjoys a good challenge and likes to get the job done.

SIGNIFICANT ACCOMPLISHMENTS

- Consistently produces good-looking, creative programming for under approved budget numbers, generating collective savings of over \$40,000,000.
- 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.
- Functioned as Head of Production/Executive In Charge of Production on over 50 series.
- Supervised all production of multiple series in simultaneous production, pilots, presentations and development for Network, Cable, Streaming Platforms, 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.
- 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 and company partners in setting standards for company's production labor positions. Negotiated agreements with SAG/AFTRA, DGA, WGA, IATSE and Teamsters.
- 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
A Global Consulting Company
- Clients include (partial list):** IAC, Notional, Propagate Content, Zero Point Zero, Marcus Entertainment, Critical Content, 495 Productions, ABC Network, NBC Digital Studios, Universal Media Studios, Scott Brothers Entertainment, RTR Media, NBC Productions, Jesse Collins Entertainment, The Jay and Tony Show, Gannett, Gatehouse Live, Super Deluxe (Turner), Michael Levitt Productions, Everyday Woman TV, Time Warner Publishing, CBS Television, Hoff Productions, Big Table Media, Wall To Wall UK, Jane Street Entertainment, Viacom, Axelrod/Ett Creative Group, GK Films & Television.
- Interim Head of Production** 04/19 thru 09/19
Critical Content (contract with HCF Strategies)
Catfish, The Great Food Truck Race, Get Organized: The Home Edit, Disney's Fairytale Weddings, The Mysterious Death of Eazy-E, Copwatch, World's Most Amazing Vacation Rentals, Biography: The Nine Lives of Ozzy Osbourne, Fight Like A Girl, Portals to Hell, Very Cavallari, Racing Wives, Extreme Unboxing
- Head of Production/Executive In Charge of Production** 06/09 thru 03/18
Notional/IAC (contract with HCF Strategies)
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 and Finance** 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

EDUCATION

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

Diploma, Beverly Hills High School