FELICIA M. LOPES

C-646.823.5189 | O-469.941-6010 | FeliciaMLopes@gmail.com | www.FeliciaLopes.com

PROFESSIONAL OVERVIEW

Accomplished and Results Oriented Theatre General Manager/Producer, with over twenty years of experience in theatrical management, Off and On Broadway, with significant ability to create and execute financial budgets, negotiate contracts, and oversee the creation of marketing/branding strategies with cross-functional impact, resulting in successful theatrical productions. Proven excellence in creativity, communication, and cultivation of strategic business and artistic alliances. Proactive in promoting team progress toward production success and delivering unparalleled integrity, initiative, resourcefulness, consistency, and diligence in achieving both short and long-term goals for each and every production managed.

OBJECTIVE:

To secure a theatrical management or director of production management position within a non-profit theatre or production company where my experienced will be utilized to the fullest.

AREAS OF EXPERTISE

- ✓ Theatrical Management & Planning
- ✓ Overseeing Marketing Campaigns
- ✓ Business Management
- ✓ Administrative Operations Improvement
- ✓ Opening Night/Seating Management
- ✓ Contracts Negotiation and Administration
- ✓ Formulation of production rules, regulations, policies and procedures
- ✓ Team Player providing leadership and consultative services for all productions and staff
- ✓ Production Timeline | Task List Development & Maintenance
- ✓ Expert at preparation and maintenance of presentations for potential investors
- ✓ Budget Creation | Maintenance
- ✓ Acting as representative for producers at meetings
- ✓ Conflict Resolution
- ✓ Excellent Production Vendor Relations
- ✓ Administrative Acumen

SOME SHOWS/PROJECTS MANAGEMENT or PRODUCED

SHOW/PROJECT	POSITION	CLIENT-PRODUCER/LOCATION
DRAMA DESK AWARDS (10 seasons)	General Manager	Blume Media Group / NYC
JUDAH BEN-HUR	General Manager	Sanborn Productions / Broadway
ANGELS THE MUSICAL	Associate Producer	Angels, LLC / Broadway
A TALE OF TWO CITIES	Associate Producer	T2C, LLC / Broadway
KING DAVID	Co-Producer & GM	Eastern Gate Entertainment / Off Broadway
LET MY PEOPLE COME…AGAIN!	General Manager	Blume Media Group / Off Broadway
DINNER WITH AHMED	General Manager	Blume Media Group / Off Broadway
VENUS	General Manager	The Kazbah Project / Off Broadway
LIVE FOR DARFUR PRE GRAMMY ALL-STAR JAM	Project Event Manager	Red Carpet Media Partners / Hollywood, CA
RALLY TO STOP GENOCIDE | Million Voices National Choir Project	Project Event Manager	Red Carpet Media Partners / Washington, DC
AMERICAN DIABETES ASSOCIATION'S "LIVE THE GOOD LIFE" GALA	Project Event Manager	Red Carpet Media Partners / New York City
CS Lewis' THE GREAT DIVORCE	General Manager	Magis Theatre Company / Off Broadway
SHADES OF HARLEM	General Manager	TheatreSport, LLC / Off Broadway
YOU'RE IT!	General Manager	TheatreSport, LLC / Off Broadway
ME & JEZEBEL	General Manager	TheatreSport, LLC / Off Broadway
JULIET	General Manager	5 Stone Productions, LLC / Off Broadway
MACBETH	General Manager	5 Stone Productions, LLC / Off Broadway
A FESTIVAL OF NEW PLAY READINGS	House Manager	Columbia University SOA / Off Broadway
OTHELLO	Company Manager	Columbia University SOA / Off Broadway
ENDGAME	Company Manager	Columbia University SOA / Off Broadway
ONCE A MAN TWICE A BOY	General Manager	Cold Productions, LLC / Off Broadway
SACRIFICE	UK Tour Manager	Palaver Productions / London, UK

GENERAL MANAGEMENT/PRODUCING EXPERIENCE

Self Employed | New York, Los Angeles, & Dallas 9/2010-Present
Freelance Producer

CLIENT PROJECTS	POSITION	DUTIES
CITY OF MERCY *New TV Series*	Associate Unit Production Manager	Acquire financing opportunities and co-production deals
SQUATTER *Indie Feature Film*	Corporate Governance Manager | Associate Producer	Hired to write contracts for the company and the planned upon shoot. Additionally, responsible for various production coordination activities and contracts negotiation + product placement
330 Days | Blue Collar Iraq *Documentary*	Co-Producer	Researched financing opportunities, and co-production deals.
Operation Mess Hall and **Drivin' N' Dyin' in Texas** *TV Shows*	Co-Creator on both shows	Researched co-production deals, pitched to production companies, etc.
Midnight Reckoning *Indie Feature Film*	Management Consultant | Theatrical Distribution & Film Marketing	Hired after the DVD release date had been announced to work on a 10-week full-time interim contract. Managed the acquisition, distribution and marketing of the film.

CLIENT: WALT DISNEY IMAGINEERING | CREATIVE ENTERTAINMENT | Glendale, CA 11/2011 – 2/2012
Project Management Consultant/Producer | Shanghai Disney Resort Entertainment Development

3-month assignment as the Producer/Project Manager of a two-day event – *The Walt Disney Theatre Programming Charrette*. The accomplished event mandate was to gather a wide variety of participants from within and outside of Disney with the objective of developing a unique programming strategy for the theater that is authentic to a Disney property while at the same time due to its location and surroundings, distinct to Shanghai, China for the new Shanghai Disney Resort. In order to execute the mandate the following tasks and skills had to be performed:

- Researched and connected with 12 top award winning, global theatrical producers from London, Sydney, Shanghai, Beijing, Taiwan, and New York and brought them into Hollywood to meet with the Disney executives.
- Negotiate the terms of contract and payment for producers' input at the conference
- Draft of operational budget based on WDI-CE constraints
- Create and implement the agenda for the two days
- Define, create and execute event collateral and programs
- Inspire and coordinate staffing on all logistical needs to achieve the goals of the Charrette

5 STONE PRODUCTIONS, LLC | New York, New York 2/2001-5/2010
Managing Member/Theatrical General Management Company

EASTERN GATE ENTERTAINMENT, INC | New York, New York 8/2007-6/2009
Founder/Theatrical Producing Company

General Manager for the annual Drama Desk Awards live event and broadcast for 10 seasons

Producer and General Manager of the NY Times' critically acclaimed Off-Broadway show KING DAVID at the Promise Theater, NYC

Successfully raised capital ($300K) as an **Associate Producer on the Broadway musical ANGELS**.

Lead the management of all production, administrative and fiscal initiatives for various theatrical and events projects which included the then Broadway bound musical **JUDAH BEN-HUR**.

Lead the fiscal and administrative issues relevant to the NY Times' critically acclaimed World Premiere (January 2007) of **Magis Theatre Company's CS Lewis' THE GREAT DIVORCE**

- **Specific to <u>The Drama Desk Awards</u>:**
  - Negotiated contracts with theatrical unions resulting in a savings to Broadway and/or Off-Broadway productions that performed on stage the night of the Awards.
  - Created sponsorship business plan materials written and designed to attract donors.
  - Managed 3 special events and supervised logistics for all parties and events surrounding the Night of the Drama Desk
    Awards –*The Executive Producer's Celebrity Bash, The Lincoln Center Party, The After Awards Party*
  - Hosted an annual 3-Day Special Event, liken unto the preparation of a Broadway Opening Night, to "Seat the House" which recognized the political and celebrity status of those in attendance at the Awards Show.
  - Through coordinated execution, oversaw the process of delivery to the theatrical community of between 150 and 160 Nominee Informational and Swag Packages to all named nominees within 24 hours after the official press announcement
  - Supervised marketing staff in the design of annual Playbills, EPKs, Press badges and promotional collateral to ensure improved theatrical industry communication on the night of the event
  - Authorize all monetary disbursements
- **Specific to <u>Red Carpet Media Partners</u>:**
  - Hired to Manage Three Large Scale Celebrity Driven Projects over a one year period (9/2005-10/2006)

    Event #1: LIVE FOR DARFUR/3rd Annual Pre-Grammy All Star Jam at the Key Club – Hollywood, CA (2/2006)

    Event #2: RALLY TO STOP GENOCIDE/The Million Voices National Choir Project – Washington, DC (4/2006)

    Event #3: AMERICAN DIABETES ASSOCIATION'S LIVE THE GOOD LIFE PROJECT Gala – New York City (10/2006)

    - Successfully created concepts, production budgets, timelines and corporate partnerships;
    - Lead management of event logistics including: staffing, vendor management, entertainment, corporate sponsorship acquisition, budgeting, event timeline, catering, décor and thematic creation, seating, invitation production and mailing and database management;
    - Developed a charity single ***"God Bless the Road"*** written by **Grammy Award-winning songwriter Denise Rich** featuring A-List celebrity vocalists in performance with a mass choir;
    - Co-created and managed the Save Darfur Coalition's National Choir Project presentation featuring celebrity activists George and Nick Clooney with more than 30,000 spectators and speakers in attendance at The Rally - including Russell Simmons, then Senator Barack Obama, Hotel Rwanda hero Paul Rusesabagina for this National Event at The Mall in Washington D.C.
- Able to balance multiple responsibilities, consistently delivering results on time and on budget
- Financial aptitude and data analysis experience: P&L understanding, direct marketing analysis, research processes, ticket sales patterns, demographics and assumption of P&L responsibility
- Create an ROI analysis for clients' productions for investor perusal as well as the handling of vendor relationships
- Overall supervision of advertising, marketing and press staff assigned to each show or event in order to bolster audience development initiatives
- Write and Negotiate all contracts for casts, designers, creative teams, crews, musicians, and all servicing vendors
- Served as the main contact with unions, negotiated with Actors' Equity Association
- Hire and Manage cast, crew, musicians, etc., for productions
- Create and Maintain all policies and procedures for all productions
- Venue and rehearsal hall location and management
- Excel at organizational planning, delivering excellence in office administration, client service, as well as vendor relations.
- Formulate, develop and maintain all theatrical and events budgets through vigorous oversight of all expenses and

adherence to budgetary guidelines to meet ROI expectations
- Forecast, implement and motivate teams to meet set strategic goals
- Liaise and interact with event, production, creative and technical personnel

ACTORS EQUITY ASSOCIATION | New York City 12/1999 – 2/2001

Business Representative | Off Broadway/LOA Contracts

Managed key strategic initiatives regarding salary and pension and health issues. Wrote, negotiated and administered over 85 production contracts. Managed the union's day-to-day relationships with Off-Broadway producers, general managers, company managers, and actors with regards to AEA Off-Broadway LOA, Mini, and Cabaret contracts, procedures and policies.

EDUCATION

CERTIFICATE — ACT ONE Program | Producers and Entertainment Executive Program | 2011

MASTERS OF FINE ARTS — Columbia University | Theatrical Management & Producing | 1999

THEATRE INTERNSHIPS

NATIONAL ARTISTS MANAGEMENT COMPANY (NAMCO) – Summer 1998
Shubert Internship; ***Chicago – The Musical*** – **BROADWAY**

WALT DISNEY THEATRICAL PRODUCTIONS – Fall 1997-Spring 1998
Shubert Internship; ***The Lion King*** – **BROADWAY**

BACHELOR OF ARTS — Texas Southern University | Communications – Major / Drama – Minor | 1985

BOARD OF DIRECTORS MEMBER

NTPA – Project Dallas |2016

Building upon its 25 year history of NTPA, Project Dallas is a new theatre offering year round performances solely by kids ages 4-18, arts opportunities to youth through education, entertainment, special needs programming, and collaboration with area charities in Dallas. It is a subsidiary of North Texas Performing Arts which includes Plano Children's Theatre, Frisco Youth Theatre, and McKinney Youth Theatre.