

David Saphirstein
dsaphirstein@gmail.com

407-505-9410
www.davidsaphirstein.com

SUMMARY

Media executive with a proven track record for merging creativity and technology. Extensive experience in live production. Consultant to sports teams and venues to utilize new technology and innovative production techniques, and develop engaging content. Leader of teams developing new products, business opportunities and relationships. Led and directed creative and technology teams to develop new technologies, content, media and applications. Managed team of engineers in developing innovative products to engage viewers and sports fans. Creative Director with expertise in building brands and original content. Passion for mentoring, leading and developing talent. Active on industry and community boards. Guest speaker and lecturer.

PROFESSIONAL EXPERIENCE

Course Director, Sports Marketing & Media, Full Sail University, Orlando, FL 10/2015-Present

- Instructor of Project Management course
- Mentor students

Consultant, Orlando, FL 10/2014-Present

- Uniting content and technology to engage audiences
- Fan engagement technology and content development for sports facilities and teams
- Find and develop creative and innovative production techniques
- Utilize new technology to make production more efficient
- New media and technology consultant for Florida Citrus Sports
- Live Director for in-stadium video content for Orlando City Soccer
- Live Director for in-stadium video content at Orlando's Camping World Stadium
- Advanced Technology Creative Producer for network sports coverage
- Creative development and video production for educational and non-profit organizations
- Digital media Producer

Director, Creative Technology, ESPN Orlando, FL 11/2010-10/2014

- Launched Sports Lab for ESPN on campus of Full Sail University to support ESPN initiatives
- Managed and developed relationship with the University to leverage opportunities for ESPN that resulted in cost savings and new initiatives
- Managed and directed productions of various budgets and complexity
- Led staff of 5 engineers at Innovation Lab at ESPN Wide World of Sports in development of new products to enhance the coverage of sports
- Worked with internal clients to develop new technology and content products
- Developed and maintained successful business plan to expand labs at other schools and locations
- Oversaw all projects produced through labs with budgets of \$5,000 to over \$500,000
- Managed various teams of design, animation, production and technical experts
- Led team to develop new technologies, content and creative applications
- Led projects with turn around times of one day to over a year
- Identified new benefits and collaborative opportunities with outside partners to leverage relationships for cost savings
- Built relationships to collaborate with Disney business units to share resources and best practices

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Creative Director, ESPN Bristol, CT

2/2005-11/2010

- Managed staff of 25 that included Art Directors, Designers, Animators and Supervisors
- Recruited and hired the best talent in the industry proven through multiple awards and recognition
- Led staff in reaching their potential as a group and individually
- Strategic planning for department to better utilize resources that resulted in savings of over \$500,000 annually by increasing work done in-house
- Managed five to 10 projects at a time with budgets of up to \$1,000,000
- Maintained the ESPN brand across multiple mediums including broadcast and digital applications
- Creative Director for ESPN Wide World of Sports re-brand
- Developed revenue generating sponsored concepts and elements as part of multi-million dollar buys by national advertisers
- Conceptualized original design and graphic looks for shows and networks on budget
- Oversaw development of award winning on-air branding for Monday Night Football, NFL Studio Shows, ESPNEWS, College Football and Basketball, NASCAR, and golf

Manager / Executive Producer, Broadcast, Sonalysts, Inc., Waterford, CT

2000-2005

- Head of Broadcast Design and Production Department
- Led creative on marketing projects for corporations and resorts with budgets of over \$1,000,000
- Led and mentored staff of 10 to achieve development goals
- Consistently delivered projects on-time and on-budget
- Managed more than five projects at a time including graphic design, video production, music production, animation and set and display booth design/fabrication
- Exceeded expectations of clients including: ESPN, NESN, NBC, Atlantis Resort and Casino, Pfizer, Mohegan Sun Casino, WCI

PREVIOUS EXPERIENCE

Owner, Sapphire Communications, Simsbury, CT

Managed and produced video projects for clients including ESPN, Consumer Reports, Foxwoods Resort Casino, Yale and Princeton Universities

Various Positions, WVIT-TV (NBC), West Hartford, CT

News Operations / Production Manager,
Director / Production Supervisor / Technical Director / Editor

EDUCATION

MBA, University of Hartford, West Hartford, CT

B.S. in Communications, Hofstra University, Hempstead, NY

BOARDS

Central Florida Chapter of Juvenile Diabetes Research Foundation
Orlando iX – A digital festival focused on interactive media, entertainment technology and gaming