

# BRYAN FOLEY

Director of Production | Executive Producer | Experiential & Live Events

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## PROFILE

Production leader with over 20 years of experience delivering large-scale experiential events, brand activations, and international art installations. Known for calm authority under pressure, long-standing vendor and fabricator relationships, and an ability to carry projects from original pitch and concept development through financial closeout. Comfortable as the senior production voice in client-facing moments, pitches, and high-stakes conversations, and equally at home on the warehouse floor or job site. Brings a builder's mindset to team development, process design, and operational workflows.

## CORE COMPETENCIES

- Full production lifecycle ownership: pitch through wrap
- Budget creation, management, and reconciliation
- Vendor sourcing and contract negotiation
- Large-scale fabrication and installation oversight
- Permitting, compliance, and health & safety
- Senior team leadership, mentorship, and development
- Client-facing production authority in pitches and kickoffs
- Pre-pro scoping, feasibility, and RFP support
- International logistics and pre-production coordination

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## Executive Producer / Director of Production

2019 – Present

### Independent / Freelance

*Los Angeles & Worldwide*

Senior production leadership across experiential marketing, brand activation, and live events. Engaged by agencies and clients as the lead production authority from scoping and pitch through execution and closeout.

- Owned end-to-end production management on programs with budgets of \$2M+, including vendor selection, fabrication oversight, logistics, permitting, and onsite execution
- Served as primary production contact for agency and brand clients across the full project lifecycle
- Led the Visions 2030 project with Monkeyjean Production Inc. from original pitch through budget creation, team hiring, full execution, and wrap
- Built and managed crews of 50+ across festival and brand environments

**Select Agencies:** WINK, IMC, The Loveshack, Genuine Overkill, Evolve

**Select Clients:** AB InBev / Budweiser, The Macallan, Toyota, R.J. Reynolds, Madison House, Cirque du Soleil

**Select Collaborators:** Cirque Berzerk, Vita Motus, Kristin Banta Events, Nova Han Productions, Greco Decor

## Managing Producer

Feb 2016 – Jun 2019

### Poetic Kinetics

*Los Angeles & Worldwide*

Core production leadership at one of the experiential world's most respected large-scale art and installation studios. Deeply involved in both future business development and the day-to-day production of complex international projects.

- Led production on 20+ domestic and international art installations, coordinating between engineering, design, and on-site teams
- Contributed to pitch development and future business planning, conducting and leading prototyping and design phase work for prospective clients
- Managed client communications from preproduction through installation and closeout
- Oversaw international logistics for install teams, equipment, and cargo
- Ensured installations were delivered safely, on schedule, and within budget

## **Director of Operations**

Jan 2006 – Oct 2014

### **The Do Lab**

*Los Angeles & Worldwide*

Senior operations and production leadership across one of LA's most prolific large-scale event and art installation companies. Responsible for both strategic planning and hands-on execution across a demanding annual slate of events.

- Co-created and managed production budgets across domestic and international events
- Directed daily operations at warehouse and production facility
- Led build crews and on-site installation teams from load-in through strike
- Managed transportation logistics, materials acquisition, and inventory control
- Collaborated with design team on large-scale art installations for public events and music festivals

**Events:** Coachella, Lightning in a Bottle, Electric Daisy Carnival, Electric Picnic, Boom, CEDIA

## **Producer**

Jan 2014 – Jan 2019

### **PhotoLA**

*Los Angeles*

- Full production and event management including staffing, logistics, client relations, and location management
- Worked directly with high-value galleries, artwork, and patrons
- Developed new client and vendor protocols and streamlined operations while reducing overall budget expenditures

## **Producer**

2014 - Present

### **Cirque Berzerk**

*Los Angeles*

- Managed onsite teams of entertainers and production crew for live events
- Directed in-house fabrication and on-site installation for immersive, themed private events
- Concept design and creation of interactive environments specializing in fantasy, horror, and circus themes

## **NOTABLE PROJECTS**

- Visions 2030, Monkeyjean (pitch through wrap)
- Bud Light Seltzer Sessions, AB InBev
- Nimbus at Walt Disney Concert Hall, Yuval Sharon
- The Macallan Manor brand activation
- Firebird Descent, St. Petersburg, Russia
- Toyota experiential campaign
- Coachella Art Installations (multiple years)
- Photo LA (5-year run as lead producer)

## **ADDITIONAL**

Based in Los Angeles. Available for travel domestically and internationally. Experienced in working with union and non-union crews. Extensive local LA vendor, fabricator, and crew network. Conversant in all phases of production from pre-sale through financial closeout.