

# 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, deep vendor and fabricator relationships, and an ability to carry projects from original pitch and concept development all the way 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, and ways of working.

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## CORE COMPETENCIES

- Full production lifecycle ownership, pitch through wrap
  - Seven-figure budget creation, management, and reconciliation
  - Vendor sourcing, triple-bidding, 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-sale scoping, feasibility, and RFP support
  - International logistics and advance coordination
  - Freelance and full-time production org management
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## Executive Producer / Director of Production Independent / Freelance

2019 – Present

*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 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 Poetic Kinetics

Feb 2016 – Jun 2019

*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 advance 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 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.