

# michael franz

franz.mike@gmail.com  
503.828.2266  
LinkedIn



## PROFILE

Emmy Award-winning, innovative and experienced Producer. Corporate and start-up experience with hardware, software, virtual reality (VR), augmented reality (AR), interactive guest experiences, film and photography. Excellent communication, relationship and project management skills. Collaborative leader with strong creative and business acumen.

## EXPERIENCE

### Creative Producer - Panogs LLC

2014-present

Award-winning interactive agency focused on VR, AR, mixed reality (MR) and gigapixel immersive solutions for brands and events.

- **Skills:** Ability to successfully project manage multiple jobs concurrently; excellent communication skills; personable and professional; keen attention to detail; passionate about innovation, emerging technology and exceptional design; collaborative approach.
- **Responsibilities include:**
  - Ideation and strategic planning from concept to implementation for photo, video, immersive and interactive activations
  - Manage, lead, and inspire professionals from multiple disciplines, both internal and external
  - Cultivating relationships with freelance talent and outside agencies for sourcing additional talent including; Developers, Industrial designers, UI/UX designers, Engineers, Writers, etc.
  - Create and design project proposals, pitch presentations, and budget management
  - Communicate objectives, goals and overall strategy; ensure that client objectives are met within budget and on time
- Clients - Sports Illustrated, The Olympics, Intel, Microsoft, CBS, Life VR, Space Needle, TEDx Portland, Montparnasse 56, Reunion Tower, Hanson Robotics
- Portfolio:
  - Capturing Everest, Space Needle 360, Being Sophia, Gigatouch, Awakening – A Prologue to Nakuru Kuru, Standing Ovation, In A Landscape, Microsoft Reality Capture Studio

### Director of Business Development & Photography - Gigapan, Inc.

2012-2014

Global technology company that provides hardware, software, and services to create and share high-resolution interactive gigapixel panoramic images.

- **Skills:** Ability to successfully manage multiple projects concurrently; excellent communication skills; personable and professional, content creation for web, digital, print, and interactive kiosks; collaborate with cross functional internal teams; collaborative approach.
- **Responsibilities included:**
  - Managed direct sales and channel partner programs; forecasted and planned to meet or exceed quarterly revenue goals of greater than or equal to \$400,000
  - Road-mapped new software and hardware; formed strategic collaborative partnerships
  - Managed internal and freelance resources; created content for media partners and outside agencies
  - Coordinated workshops, events, tutorial video productions, and training materials
  - Lead and mentored cross-functional professionals from multiple disciplines both internal and external

- Clients - Time Magazine, Sports Illustrated, Major League Baseball, National Geographic, NBC, TBS, Red Bull, The Oregonian, Boston Globe, 9/11 Memorial & Museum, Screen Actors Guild
- Portfolio:
  - TIME magazine cover photo and interactive image, “Top of the World” the making of an image

**Landscape & Fine Art Photographer - Michael Franz Photography** **2010-2014**

Photography agency specializing in landscapes, fine art prints, commercial architecture.

- **Skills:** Excellent communication skills, collaborative approach; content creation for web, digital, print; manage freelance teams; manage multiple projects concurrently; project manage to ensure timeliness and exceed client’s goals
- **Responsibilities included:**
  - Managed freelance resources (Schedules and Communications between talent, lighting, hair & makeup and wardrobe)
  - Coordinated workshops, live events, and onsite photoshoots
  - Collaborative Leadership - Managed professionals from multiple disciplines
- <https://www.michaelfranzphotography.com/>

**Broker - Palmer Homes-** (Broker’s License #200507158) **2007-2010**

Central Oregon’s oldest premier new construction home builder focused on creating beautiful green communities that connect people to nature.

- **Skills:** Excellent communication skills, professional and personable, build and lead internal cross functional teams; manage multiple million-dollar projects concurrently.
- **Responsibilities include:**
  - B2C Sales - Sold over \$30 million in real estate in Central Oregon, 33% of which occurred during severe market constriction
  - Project Management - Scheduled & communicated between construction, marketing & design teams
  - Sales & Marketing Incentives – Increased sales, programs and market share

**HIGHLIGHTS**

- Emmy Award-winning Executive Producer - “Capturing Everest” Digital Innovation (2018)
- Webby 2018 People’s Voice “Capturing Everest” for Best, Most Innovative 360 Video (2018)
- “One World Trade Center” cover image of TIME Magazine (2014)
- Interviews/Articles: CBS This Morning (2015), photographytalk.com (2014), PetaPixel (2014)

**EDUCATION**

Portland Community College - EMT

Clackamas Community College - Adjunct Professor – UAS / Drone program

**TOOLS**

Microsoft Office

Keynote / PowerPoint

Netsuite / Salesforce

Trello / Asana / Wrike

HubSpot / Zoho / Agile

PTGui / AutoPano

BlinkBid

Photoshop / Lightroom

InDesign/Illustrator

Final Cut Pro

Adobe Premiere

Google / G Suite