

M. Theresia Braun

Mainz (Germany) March 2nd, 1968 - Italian
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**International TV Content & Marketing Executive:
Original Productions, Acquisitions, Brand Strategy, Marketing (on-air / off-air / digital)
& Team Management within a matrix organization.**

**Strategic thinker | Problem solver | Strong project management skills |
Experienced negotiator | Wide international and national network
Extensive market knowledge | Expert team leader Marketing and Creative Award Winner.**

Experience

CEO & Partner Alfred Film S.r.l. (Rome)

February 2020 - present

Managing Director/Business Affairs/Marketing of a scripted content development and production newco.

Project Manager Consultant – Be Water S.r.l. (Rome)

September 2020 - present

Project management of the innovative start-up companies launch of the holding Be Water and subsidiaries Be Content S.r.l. (creation, production and distribution of podcast) e Be Learning S.r.l. (creation, production and distribution of learning content).

Content, Marketing & Production Consultant (Rome)

March 2019 – current

Clients: Red Carpet, Frame by Frame, Onemore Pictures, Green Cat.

- Market analysis, business development; general management;
- Content development, project pitching management;
- ADV campaigns pitching management;
- BtoB and BtoC events organization.

Programming & Marketing Director at NBCUniversal Global Networks Italia (Rome)

November 2013 - December 2018

- Oversaw Content Acquisitions and Production, Programming, Creative, On-Air, Marketing, Press & PR for the channels Studio Universal & Diva Universal
- Oversaw Business Development, budgeting & brand, marketing and communications strategy

On-Air & Marketing Director at NBCUniversal Global Networks Italia (Rome)

2007 to October 2013

- Oversaw Communications, Creative and Productions (on-air and on-line) for Studio Universal, Diva Universal, Steel, Universal Channel Turkey, Universal Channel Greece

On-Air Director at NBC Universal Global Networks Italia (Rome)

June 2003 to 2007

- Oversaw all On-Air activities
- Creative Director for Studio Universal's promos and productions

Production Manager at Universal Networks Services Italia (Rome)

July 1998 to May 2003

- Responsible for Studio Universal's productions and promotions

Production Manager at Orbit Communications SpA (Rome)

July 1994 to June 1998

- Oversaw all promotions for all of Orbit's channels

- Oversaw productions within Orbit's creative agency (Creative Unit)

Production Coordinator at Reuters TV (Rome)

1993 - 1994

- Coordinated the Italian press agency's TV productions

Production Coordinator at Chrysalis Television for Channel 4 (Rome & London)

1992 - 1994

- Oversaw production and logistics for Channel 4's "Gazzetta Football Italia" (weekly show) and "Football Italia", a weekly live broadcast from Italy's stadiums

On-Air Production Trainee at Eurosport (London)

1990

- First TV experience as runner in the production team of Eurosport, managed by Sky UK

Teaching & Mentoring

Teacher at the Master "Fare TV" at the Università Cattolica del S. Cuore (Milan)

From 2012

- Marketing and communication seminars

Teacher at IED (Milan)

- TV Promotion and Creativity

Judge at International Awards and Competitions

- Promax & BDA Europe
- Promax & BDA World
- Telly Awards
- Alice nella città – Rome International Film Festival

Member of Women in Film, Television and Media Italia

Awards

Growth Leader Award 2008 (GE/NBCUniversal)

Employee of the year 1996 (Orbit Communications Company)

Creativity Awards:

From 2003, under my creative leadership, NBCUniversal annually won multiple international awards at Promax & BDA Europe, Promax & BDA World, NY Festival, Telly Awards, Gran Prix della Pubblicità, Creativity Annual Award, European Design Award, Radio Festival, Sky Promo Award, Mediakey, Art Director's Club, Mediastar, Aqui Storia

Languages

Mother tongue Italian - Fluent in English

Education

NBCUniversal: InvestBlast (Finance for non-Finance); Create 2016 (NBCU Talent Lab); Ignite (leadership and complex -international team-building coaching)

Comcast: Yearly Integrity and Code of Conduct trainings

GE: Building Essential Leadership Skills; Developing Business Leadership; Influencing Skills; Public Speaking; Spirit and Letter; Insider Trading or Dealing and Stock Tipping; Conflict of Interest; Competition Law; Effective Coaching Skills; Environmental Health and Safety

Università degli Studi di Roma 'La Sapienza' – Facoltà di Lettere e Filosofia

Master Degree in Philosophy (1992) with 110/110 cum laude

Scuola Pontificia Pio IX

Liceo Classico, 1982 – 1987