

Kenneth M. Droz

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SENIOR EXECUTIVE – COMMUNICATIONS / MANAGEMENT / MARKETING

<https://www.linkedin.com/in/ken-droz-a760a51/>

Accomplished, highly motivated communications executive and avowed enemy of groupthink with strong creative chops, management expertise and a track record of inventive strategies and solutions across a myriad of sectors.

CORE COMPETENCIES:

Team Management, Motivation

Creative Communications & Publicity Strategies

Brand, Image and Crisis Management

Account/Client Relations and Management

EMPLOYMENT BACKGROUND

Kenneth Droz Consulting, Southfield, MI
CEO

January 2011 – Present

Managing a boutique publicity, marketing and consulting firm, accomplished in creation, management and execution of marketing, communication and digital strategies, media relations and writing services servicing multiple industries with specialization in film and television.

Clients include:

Michigan Sports Hall of Fame, Franklin Athletic Club, Dr. Alan Simons DDS, legislative candidate Malissa Bossardet, Symply Ent. (*Khalil Gibran's The Prophet, Ports of Call*), *The Pickle Recipe* LLC, author Alan Markovitz, Scientifically Proven Ent., Sam K Productions (*Little Gandhi, The Citizen*), Deep Blue Pictures (*Love & Honor*), Maxsar Digital Studios.

- Directed all communications for Michigan Sports Hall of Fame Class of 2015 Induction Event, securing the most media coverage in the Hall's history.
- Co-founded with Detroit Free Press columnist Mitch Albom Amend-Don't-End Coalition to preserve Michigan Film Incentives. Was leading advocacy group in getting new legislation passed and signed by Michigan Governor Rick Snyder for revised film incentives program in 2011.
- Secured international press coverage for Detroit-based film clients Maxsar Digital Studios, and independent feature productions *The Citizen, Ports of Call* and *The Pickle Recipe*.

Michigan Film Office, Lansing, MI
Communications Manager

May 2008-August 2010

Created and directed, in association with Governor Jennifer Granholm's office, media and digital communications program of economic and cultural effects of nation's most aggressive film incentives program. Served as chief liaison and spokesperson for the Film Office to media, national production community, state government agencies, academia and industry infrastructure.

Achievements included:

- In-state annual production surged from \$2 million (2007) to over \$320 million (2010), from over 135 projects. Cumulative job creation surpassed 11,000, and vendors hired reached over 7,500.
- As official spokesperson for state's film industry, prepared economic, workforce, and socio-cultural data for Gov. Jennifer Granholm, and assisted in the writing of REMI Economic Impact Study by Michigan State University.
- Guided producers in navigating state's production community and incentives application process.
- Directed and oversaw enhanced State of Michigan image and press coverage in national and international outlets including New York Times, Wall Street Journal, USA Today, CBS, NBC, CNN, London Daily Telegraph, and top networks from Japan, Switzerland and Netherlands. Secured a record three special issues devoted to Michigan filmmaking by Daily Variety and The Hollywood Reporter.
- Projects produced during this period receiving international coverage included *Gran Torino, Up in the Air, Real Steel, Scream 4, A Very Harold & Kumar Christmas, Whip It, Detroit 1-8-7* (ABC), *Hung* (HBO).

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Kenneth Droz Public Relations, Los Angeles, CA CEO

2000-2008

Managed boutique publicity & marketing firm servicing varied client sectors, providing strategies, campaigns, promotions & sponsorships, experiential and digital marketing, press kit materials and releases, media and community relations, image and brand management.

Principal client: The Writers Guild Foundation, managing such projects as--

- Fundraising and celebrity Grand Opening of \$2 million Shavelson-Webb Writers Guild Foundation Library, the nation's only library devoted exclusively to film and television writing.
- *Writers on Writing*. Marketed speaker series into larger venues, selling out theater events with such speakers as Aaron Sorkin, William Goldman, David Mamet, David Chase, Charlie Kaufman, David Milch and others.
- *Words into Pictures 2002* Writing Conference, drawing 1,000+ attendees from around the world.
- Visiting Writers and Young Storytellers Program, providing Writers Guild members to mentor L.A. school children.

OTHER CLIENTS INCLUDED: Taubman Centers, Inc./Beverly Center, Paramount Pictures, The Becker Group, Farmers Almanac Television, Creative Screenwriting Expo, Peninsula Films, musical acts The Romantics and Rock Bottom Reminders, actor Jeff Daniels, authors Mitch Albom, Elmore Leonard, Suzanne Finstad.

Solomon Friedman Advertising, Bloomfield Hills, MI Management Supervisor, Director of Public Relations

1987-1999

Managed entertainment division for full service advertising/marketing agency while also directing agency and non-entertainment client PR activities. Managed a staff of eleven.

Created and implemented regional publicity/promotion/advertising campaigns, and produced or coordinated multiple world and state film premiers for major and independent film studios.

- Twice cited by Paramount Pictures for producing the nation's top field promotional event.
- Division reached or surpassed annual revenue and growth targets in each of 12 years.
- Account roster included Paramount Pictures, Walt Disney Studios, DreamWorks, Universal, New Line/Fine Line, USA Films, Loews-Cineplex/Star Theatres, TNT Network, Cameron Mackintosh Productions, America's Thanksgiving Day Parade, Ringling Bros. and Barnum & Bailey Circus and Birmingham 8 Theater.
- Created and directed publicity and promotions for non-entertainment clients such as MCare, Oxford Automotive, 7-Eleven Stores, Tuffy Muffler, Syntel and Englander Furniture

WRITING BACKGROUND

Sundance Institute Fellow, Detroit Screenwriters Intensive, November 2015

Screenwriting workshop taught by Golden Globe and WGA nominated screenwriter Joan Tewkesbury (*Nashville*)

NON-FICTION:

If Anything I Can Do, a memoir (how one maintains business normalcy during his mother's futile battle with cancer.)

Freelance: Have written for Daily Variety, USA Today, Detroit News, MLive, Oakland Press, Creative Screenwriting Mag.

Feature Columnist - Michigan Chronicle, Detroit, MI

1995-2003

Humor Columnist – Gazette Newspapers, Farmington, MI

1995-1999

Humor columnist for weekly suburban and African-Amer. Newspapers about socio-cultural issues of the day

PRODUCING ACTIVITIES:

Chasing Funny, docu-series now in funding, with Detroit Public Television about the world of stand-up comedy.

EDUCATIONAL BACKGROUND

Bachelor of Arts, Telecommunications, Michigan State University.

- Concentration in broadcast and film industry studies, cinema production, screenwriting
- Director of Publicity & Promotions, Michigan State Radio Network (five-station campus network).

Advanced Comedy Writing Workshop I and II. Instructor, Danny Simon
Intensive work-study under famed screenwriter, and mentor to writers Neil Simon, Woody Allen and Paul Haggis.

Activities & Affiliations

Founding member, Amend Don't End Film & Digital Media Coalition, enacted to retain top-tier Michigan film incentives

Board member, Friends of Detroit Film Theatre, Detroit Institute of Arts

Selected participant, Presidential Town Meeting with Bill Clinton, WXYZ TV (ABC)

Stand-up comedian

VOLUNTEER WORK: Mentor, Young Storytellers Program, Los Angeles, CA; non-profit writing program for at-risk schoolchildren in Los Angeles Unified School District.

MEMBER:	American Film Institute	Detroit Institute of Arts
	Who's Who of Advertising	Literacy Volunteers of America
	Michigan State Univ. Alumni Association	Young Storytellers Foundation

References Available Upon Request