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Professional Experience:

Red Bull

New York, NY

Director, Content Partnerships

2022 – 2025

Reported into the VP, Media Partnerships, looked after the relationship with ESPN and expanded Red Bull's reach on third party platforms, negotiating mutually beneficial deal terms for long lasting success.

Achievements:

- Developed and executed a comprehensive licensing and distribution strategy, targeting platforms for sports and culture content, including SVOD, AVOD, FAST channels, and linear networks.
- Identified, targeted, and closed deals with new partners driving previously untapped revenue and securing premium placement.
- Expanded Red Bull's presence on SportsCenter Top 10 by 5x.
- Created multiple opportunities for prime time exhibition of Red Bull events on ESPN.
- Leveraged existing internal projects and external partners to create new assets doubling viewing.
- Secured external placement for projects that increased viewership by up to 1400%.
- Worked cross functionally across a highly matrixed organization with internal teams, including communications, programming, production, marketing, and legal, to ensure alignment and effective execution of distribution strategy, going from deal to launch faster than anyone on the team.

Populus Group

Minneapolis, MN

Customer Success Manager

2020 – 2021

Reported into the Director of Strategic Accounts, looked after more than half the business's outside channel operations and led and managed cross functional teams to exceed client expectations.

Achievements:

- Revamped internal data collection and processing to ensure accurate and timely reporting on account metrics increasing efficiency and decreasing business review prep time to 25% of previous.
- Mapped escalation process, identified duplicated work, and revised thereby minimizing effort, removing defects, and decreasing turnaround time from one day to five minutes.
- Identified KPIs to ensure SLAs are met and created appropriate documentation and processes to ensure efficacy.
- Mapped onboarding processes, identified gaps, and repaired, thereby reducing errors.

Winking Seal Beer Co.

Ho Chi Minh City

Brewmaster, Co-Founder, and Board Member

2016 – 2019

Turned a hobby of homebrewing into a business and managed nearly every aspect from brewing of beer, to wholesale, marketing in a country where I didn't speak the language.

Achievements:

- Designed brewery, coordinated equipment purchases, and managed installation while dealing with regulations covering customs, food safety, and quality control.
- Developed all recipes and managed the brewing of products to quality standards.
- Raised approximately \$1,400,000 from international investors and successfully launched a craft brewery that grew to over 15 employees.
- Negotiated the terms and supervised the documentation of contracts while maintaining profitable relationships and compliance with the Foreign Corrupt Practices Act (FCPA).
- Established inventory tracking process and sales dashboard to drive transparent sales growth while creating clear communication throughout business decisioning.
- Developed and maintained tools to track construction, production, and sales.

FremantleMedia Asia

Singapore

SVP, Creative Development, Acquisitions & Strategy

2012 - 2015

Reporting into the Managing Director, Asia and looked after business and creative development, built and expanded the company's footprint in Asia by increasing sales with existing partners and building profitability with new ones. Found cost saving efficiencies and untapped revenue.

Achievements:

- Managed a portfolio of 100+ clients and stakeholders during the 18-month production cycle of Asia's Got Talent. Liaised with internal teams to deliver a record rating series.
- Negotiated and sold multiple seven figure licensing and sponsorship deals for original productions.
- Created sponsor integrations within series that covered the majority of each budget.
- Pivoted from a format sales to a television production business in Thailand that created opportunity to increase profit in the territory by 140%.
- Negotiated profitable deals with media agencies including GroupM Entertainment.

Mark Burnett Productions

Los Angeles, CA

International Sales Director

2007 - 2011

Reported into the EVP International, pitched, sold, and negotiated all deal terms for international format and tape deals for some of the biggest non-scripted television series in the world, including Are You Smarter than a 5th Grader? and The Apprentice.

Achievements:

- Promoted twice based on performance and strong relationship management skills.
- Secured \$500,000 on outstanding receivable for television production that had been written off through consistent leveraging of relationships and persistent follow-up.
- Negotiated sales resulting in increased revenue yielding as much as a 40% increase.

SKILLS & HIGHLIGHTS

Certifications	Scaled Agile Framework, Certified Scrum Master
Technology	Word, Excel, PowerPoint, Keynote, Adobe InDesign
Languages	German (conversational), English (native)
Hobbies/Interests	Photography, Reading, Bowling, Gaming (board, video, card), Formula 1
Proud Moments	Eagle Scout, Asia's Got Talent, opening my brewery, helping a 99 year old nun register to vote, Stonewall Sports Minneapolis Kickball Commissioner

EDUCATION

Bachelor of Arts – Cinema Television Critical Studies <i>University of Southern California, Los Angeles CA</i>	2003 - 2006
Bachelor of Arts – German <i>University of Southern California, Los Angeles CA</i>	2003 - 2007