

**PAULA BRANCATO**

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## **BACKGROUND**

Successful track record in education, communications and marketing. Innovation specialist. Expert at designing and delivering new courses, products and services.

## **PROFESSIONAL HISTORY**

**University of Southern California - Los Angeles, CA**

**2003-Present**

*Full-time Lecturer and Consultant*

Teach graduate level screenwriting, fiction and poetry in the Master of Professional Writing Program. Created a new course Business of the Business to assist graduate students in publishing and producing their work. Designing a similar course for the USC Stevens Innovation Institute, geared toward doctoral students in engineering and the sciences.

Publications include: *Harvard Business News; GSU Review; Georgetown Review; Southern California Anthology; Litchfield Review; The Writers Place Anthology; New Letters; New Millennium; pacificREVIEW; Rattle Magazine; Mary Anka Press; Natchez Poetry Anthology; Ashville Writers workshop; CFO Magazine; Corporate Board Member Magazine; Accounting Today; M&A Magazine; various trade publications and newsletters*

Awards include: *2008 Mellon Mentoring Award nominee; 2008 May Swenson Poetry Award finalist; 2007 Brushfire Poet (selected by Ilya Kaminsky); Robinson Jeffers Tor House Prize for poetry, honorable mention (selected by Robert Pinsky); winner Karlovi Vary Film Festival; Houston Remi Award; Women of Color Film Festival; SCIFF Family Focus Award; National Screenwriters' Award; Pacific Northwest Writers' Award; Hemingway Award; Faulkner Award; Poetry Guild Award; Chester H. Jones Foundation; People's Pilot TV Award; SUNDANCE Finalist (twice)*

**The Brancato-Fritsch Company - New York, NY and Los Angeles, CA**

**1990-**

**Present**

*Founder & Principal*

Provide business solutions and intellectual capital for international clientele in media, entertainment and finance. Serve as CFO/COO and senior advisor. Lead strategic market entry, product development and risk/financing decisions in IPO, M&A, LBO and complex restructurings. Clients include *Alpha Omega Capital Partners, Citigroup, Concerts West/Anschutz Entertainment, Deloitte & Touche, GTE, Deutsche Bank, Spa Technologies, Polo Ralph Lauren Jewelry, SEI, AIG, Mirabilis Ventures, The Milstein Family, Liberty Capital, Rogers Casey and The Watley Group.*

During this time, there was also formal service as CFO to Webmoney USA and Interim CEO to SearchbyMedia.Com, a music company in the Napster space.

**Brancato Productions - New York, NY and Los Angeles, CA****1996-Present***Founder & Principal*

Produce, market and distribute film, Internet, TV, music and radio programming including: SOMEWHERE IN THE CITY (feature film and CD), HER FATHER'S DAUGHTER (short film), LOVE BITES (CD) and SHOWBUNNIES (about rabbits). Manage writers and properties including: DATING SANTA'S DAUGHTER and DEPTH 2000 (feature film scripts). Co-owner of [www.thewritersplace.org](http://www.thewritersplace.org)

**McKinsey and Company, New York, NY****1988-1989***Senior Consultant*

In business development, captured target market including Goldman Sachs, Salomon Bros. and Paine Webber. Initiated firm's first revenue-side services (product strategy, corporate development, competitive analysis) for investment banking industry. Managed highly successful communications program with Grumman (aerospace) improving the company's client relationship business process.

**Morgan Stanley and Company, New York, NY****1984-1988***Product Manager – Futures and Options*

Developed and sold derivative products through nationwide sales force of 400. Created media and promotions. Built a \$1.2 billion book of OTC mortgage options, generating approximately \$12 million in annual revenue.

*Strategic Planner – Financial Planning and Analysis*

Provided analyses and designed strategy to recoup 4 points in lost market share in the company's highly profitable M&A business, launching several new trading businesses including derivatives and junk bonds.

**Bankers Trust Company, New York, NY****1982-1983***Strategic Planner. Promoted to Loan Officer/AVP.*

Structured financings for the bank itself. Developed an innovative risk management program that still serves as industry standard. Designed corporate finance deals for automotive clients. Brought in Daimler Benz account.

## **PROFESSIONAL ACCOMPLISHMENTS**

### **Capital Raising**

- Setting up a \$200 million fund with Government of Singapore to attract international resources to develop local filmmaking, media and visual arts
- Orchestrated \$50 million sale of production firm with less than \$2 million in annual revenue
- Raised over \$1 billion in capital for a various clients, including top money managers/VCs.

### **Corporate Strategy and Administration**

- Key in crafting unprecedented relationships for McKinsey with Wall Street, generating a \$10 million annual practice in 18 months
- Developed and implemented business plans, served as interim CFO and raised capital for a variety of technology, small business and entertainment start-up ventures

### **Operations and Implementation**

- Established new distribution channel and product line for The Equitable resulting in \$20 million to \$40 annual revenue within 12 months
- Salvaged \$600 million in aerospace contracts for Grumman by improving marketing and client management

## **EDUCATION / CREDENTIALS**

### **Harvard Business School, Cambridge, MA**

MBA, Finance and Marketing

- Godfrey Cabot Fellow; Herman Muehlstein Foundation Scholar
- Summer Intern / **The World Bank**

### **Los Angeles Film School, Los Angeles, CA**

- Paul Verhoeven Scholar
- Award-winning writer/director/producer.

### **Hunter College, New York, NY**

- BA, Psychovisual Physics and Economics
- National level gymnast
- Worked full-time as Manager/Member of the Board - The New York Health and Racquet Club.

## **AFFILIATIONS**

New York Society of Security Analysts -- CFA III Candidate

Harvard Club of Greater New York – House and Membership Committees

Commissioned poet for Michael David Greenhouse Project for Savannah School of Art and Design and the High Museum, Atlanta.