



A Timeline of Re-Imagining the Media

1998

From Cog to Critic

Working for CNN and MTV was exciting and stultifying - all at the same time.

2000

The Birth of a Network: GNN

Today's media savvy kids have been raised on music videos and advertising. They live in a rapid-fire culture. The news has to reach them viscerally... without taking away its credibility and objectivity.

2004

The Kids Are Alright: Apathy Is Boring

Democracy works only when people vote. Our youth are notoriously apathetic, believing their voices will be ignored. We use media, technology and sarcasm to ignite a sense of purpose and the possibility for empowerment of young people.

2007

Pushing Into the Mainstream: Shadow Reports on CBC

What does permaculture, being Iraqi in Canada, and biodiesel have to do with the state of the world? Everything. Especially if you are living as a part of - or even apart from - the mainstream.

2008

The Birth of the Green Economy

We have entered a new era where sustainable business and a triple bottom line - people, planet and profit- are increasingly valued by the mainstream. I have been waiting, poised, for this moment to finally arrive.

2014

Team Human: The Streets Speaks

We live in a breakneck era saturated by technology, but we are still human. Given most strategy involves interacting with or understanding people and their motivations, you'll often find the best strategists are students of humans.

2017-Present

Participating in the Attention Economy: PAT

The currencies of our economy now include likes, dopamine and distractions. If we are to solve our problems, leaders need a plan to sustain our attention & participation.



Building Bridges

into the Future

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Building Bridges into the Future

Idea Generator

Strategic Problem Solver

Creative Team Leader

Community Builder

Message & Brand Advisor

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SNAPSHOT In a span of 2 years, I spotted weights for Martha Stewart on her TV show, filmed an execution in Virginia, wrote overnight newscasts for CNN and Fox News, cast MTV's Jerry Springer Show, and shot an interview of the Dalai Lama. What followed was 20 years as a media producer, director, strategist and social entrepreneur. I have a knack for inspiring trust with people, anticipating trends ahead of the mainstream, and am a connector with a network of leaders and entrepreneurs from over 70 countries. With strengths as a communicator, listener and organizer, I aspire to help clients, such as NGOs and companies, maximize their impact and realize their goals, by offering them fresh perspectives, strategies and measurable plans of action.

STRATEGY & EXECUTION

PAT Solutions

Montreal Mar. '18 - June '19

Business Development, Strategist for Civic Tech Start-Up

Roles: Recruited and managed small team of engineers, builders and politicians to develop, manufacture and prototype PAT, a micro-electronic voting board (Participation Activation Terminal') to facilitate real time polling & public consultations in busy public spaces.

Accomplishments: Created business and partnership-building strategies; managed production of prototype. Secured City of Montreal public spaces for testing.

Videotron - MaTV - The Street Speaks

Montreal April '15 - Jan. '17

Strategist, Creator, Director, Host for Broadcaster.

Roles: Created trans-media production / strategy for Videotron. Wrote, produced, directed, shot & hosted tv/web program combining unfiltered interviews with strangers on the street, performances by storytellers, & a band. (22 Episodes / 120 3-min.-segments.)

Accomplishments: Had network's highest retention for 3 years; only show to be re-licensed; available in 170 k homes; averaged 65 k viewers per week.

Full Episode Example / On Facebook

Prosperity IP

Montreal / Toronto Jan. '17 - Dec. '17

Senior Strategist / Business Development AR Start-Up

Roles: Co-developed account management process, business strategy, and non-linear story-world concepts for Augmented Reality clients.

Wrote business development and client concept documents.

Accomplishments: Secured meetings and pitched clients including the United Nations Innovation Unit, The Wall Street Journal, CBC, and Osheaga Festival.

Groundwork Coffee Company

Los Angeles Jan. '11 - Jan. '14

Senior Marketing, Communications & Brand Strategist

Roles: Wrote online strategy & managed sustainable coffee company re-brand with owners & creative director.

Produced company's first functional e-commerce website (Shopify).

Led and managed small creative team (4) in online marketing & communications; wrote all copy.

Accomplishment: Helped grow online sales from 10k in 2011 to 150k in 2014.

"Paul has been a valuable creative problem solver for us. Always ahead of the curve, his innovative media strategies have consistently helped us to grow and facilitate a deeper level of engagement among our community."

-James Wright, former President, Jeanne Sauvé Foundation

LEADERSHIP

Snappers.tv

Montreal / Israel Mar '14 - Feb. '17

Marketing and Investor Relations Strategist

Roles: Developed marketing strategy for North America, investor relations for start-up equivalent to Uber, but for video reporting (live video broadcasting via crowd-sourcing); tested and prototyped software.

Accomplishments: Pitched at StartUp Grind London and Ilovation NYC to investors, banks and VCs. Introduced product and CEO to prospective investors.

Apathy Is Boring

Montreal Mar. '04 – Jan. '07

Co-Founder / Senior Strategist for National NGO

Roles: Co-created and co-branded national campaign strategy to engage youth in elections and political life. Produced & wrote national on and offline strategy and content; co-managed small staff & interns (8).

Accomplishments: Secured endorsements by all political parties & celebrities including K'Naan, Sarah McLachlan, Sarah Harmer, Sam Roberts and Melissa Auf der Maur.

Produced and secured distribution of PSA in Cineplex Odeon Theatres nationwide.

Secured over \$300,000 in financing from Telefilm Canada & The J.W. McConnell Family Foundation.

Jeanne Sauvé Foundation

Montreal Sept. '03 – May '08

Fellow / Consultant for Public Leadership Foundation

Roles: Trained young leaders from over 30 countries in strategic planning, production and dissemination of multi-lingual online video advocacy and social impact publicity campaigns.

Accomplishments: One of 14 young international media practitioners, selected for public leadership fellowship. Co-founded NGO *Apathy Is Boring* as a Fellow.

Consulting, Workshops & Lecture Clients:

National Film Board of Canada
Institute in Management & Community Development
iEarn Sierra Leone
Seeds of Peace
Witness Foundation
CLSC Quebec
The Real News

J.W. McConnell Family Foundation
Government of Canada
Government of Burkina Fasso
Rights and Democracy
Jesta Real Estate NYC.
UN Millennium Development Goals

PRODUCING & DIRECTING

CBC News Montreal

Montreal 2006-2007

Producer / Youth Strategist for National Broadcaster

Roles: Developed strategy to engage youth in local news.

Wrote, produced, shot & directed *The Shadow Reports*, a 5-part series of mini-documentaries examining under-reported current affairs.

Accomplishments: First independent to produce for CBC News Montreal.

Being Iraqi selected for film festivals worldwide.

Guerrilla News Network

Montreal / NYC / Berkeley April '00 – May '07

Canada Bureau Chief for the Internet's First Open Source News Network

Roles: Managed operations, marketing, screenings, and broadcast licenses in Canada.

Produced, directed, shot & edited award-winning mini-documentaries presented at Sundance and Rotterdam.

Accomplishments: Helped network grow audience to over 1 million users per month with no ad budget and before social media.

IBM and the Holocaust and *The Most Dangerous Game* selected for film festivals worldwide.

Produced numerous sold out screenings; secured broadcast licenses for GNN Newsvideos on Much Music.

FUN FACTS

Graduated Cum Laude from the University of Pennsylvania in 1996.

Fluent in French.

Dual citizen: Canada / USA.

Have interviewed rock stars, politicians & whistleblowers.

Have shot and conducted over 400 spontaneous conversations, averaging 22 minutes each.

Know & bring together large numbers of people across an array of social, cultural, professional, & economic circles.

Presided over various boards, including a theatre company & a co-op specializing in the sale of ecologically sound products.

Have many passions: storytelling, tech for good, participatory democracy, history, politics, films, books, music, canoe tripping, tennis, ultimate frisbee & travel.

"Paul, you have the gift of being the Honest Interlocutor. You allow your subjects to feel at such ease that their souls become visible on screen."
- Dennis Berman, Former Columnist / Editor, Wall Street Journal

