

JEANETTE DEPATIE

Entertainment Executive; Marketing, Branding, Project Execution, Technology Analyst, Writing

Los Angeles, California



Jeanette DePatie is a versatile and talented creative director, writer, producer and technical analyst who has lived comfortably on the bleeding edge of tech for nearly 20 years. Beginning with the foundation and funding of her first software company before even leaving college, Jeanette has been consistently at the forefront of new and emerging interactive and immersive media formats. Jeanette's wide variety of experiences have made her fluent in three distinct languages: **corporate, creative and technology**. Jeanette frequently serves as the glue that holds projects together, effectively translating (and occasionally brokering peace) among the corporate executives, creative stakeholders, engineering team and perhaps most importantly, the consumer. Jeanette effectively pursues customer-driven development utilizing the principles of "Agile Development" and "Lean Startup" to drive rapidly towards prototyping and testing to ensure that results are achieved not only quickly, but also in precise alignment with the end-customer's wants and needs.

"At last, my weird and happy variety of experiences have come together at a time when this kind of convergence is in vogue. New communications call for a blend of marketing, PR, entertainment, and massively geeky technology skills. Now people don't think I'm erratic, they just think I had incredible foresight. And you know what? I'm OK with that."

<http://propellerhead-inc.com/jeannedepatie/>

PRESS

Jeanette has scored a local, trade, national and international press coverage for a wide range of clients as well as her own projects. Extremely comfortable in front of the camera and the mic, Jeanette has appeared on a variety of national media outlets including the “Katie Couric Show”, “The Dr. Drew Show”, Hallmark’s “Home and Family”, Al Jazeera, CNN, NPR and CBS. Jeanette has deep experience in all areas of media management including PR, promotions and media training.

Clients Include: Adobe, Hitachi, Intel, NTT, Panasonic



SPEAKING

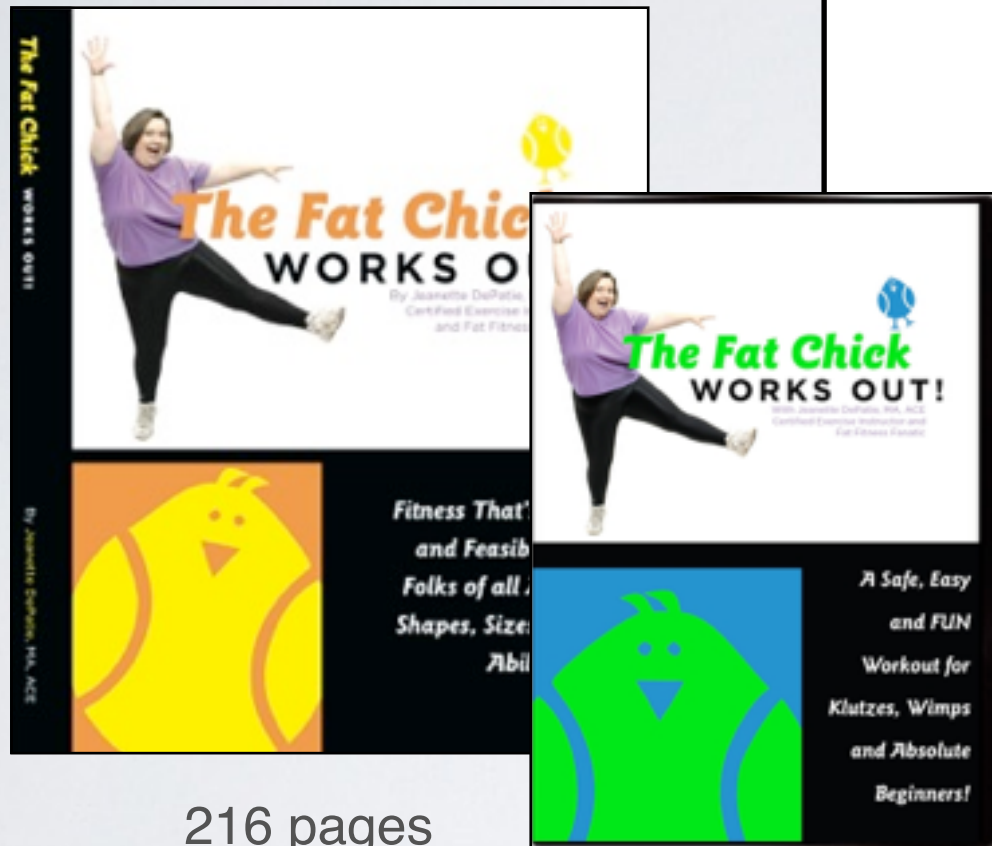
Jeanette is a seasoned and dynamic keynote and seminar speaker who is equally comfortable breaking down difficult technical concepts or sharing a funny anecdote about office communications. Jeanette is a National Speakers Association Certified Professional Speaker, a Toastmasters Qualified Speaker and is nationally recognized for her work.

Clients Include: CES, NAB, Lean Startup Conference, AdTech, Siggraph, and USC.

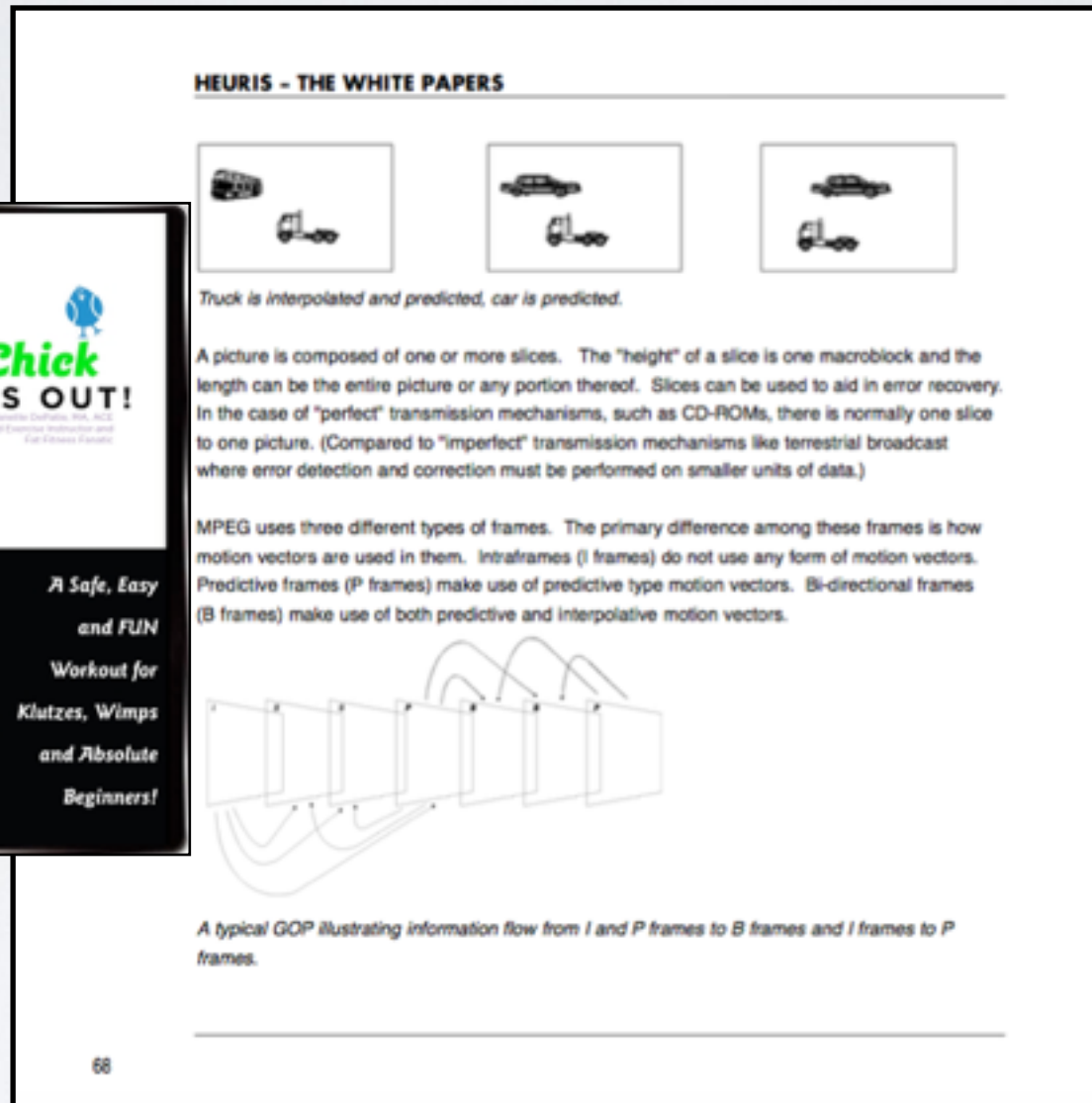


AUTHOR/WRITER

Jeanette is a best-selling author and DVD producer who has written thousands and thousands of pages of compelling content for clients around the world. She is an accomplished tech writer who regularly composes trends documents, brochures, tech manuals, press releases and white papers.



216 pages
Dist. Ingram
Micro



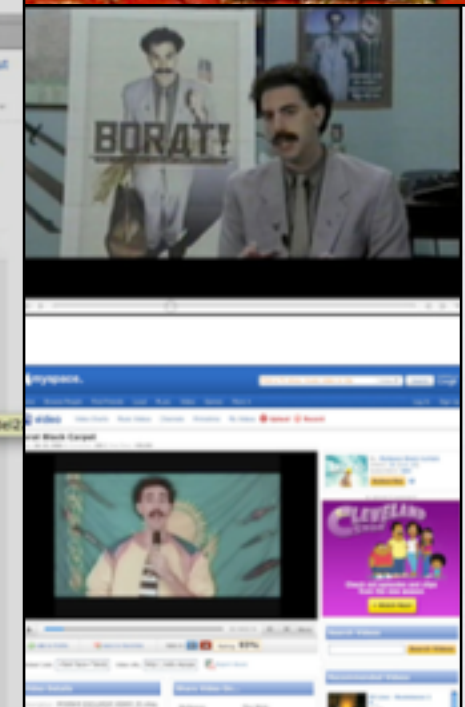
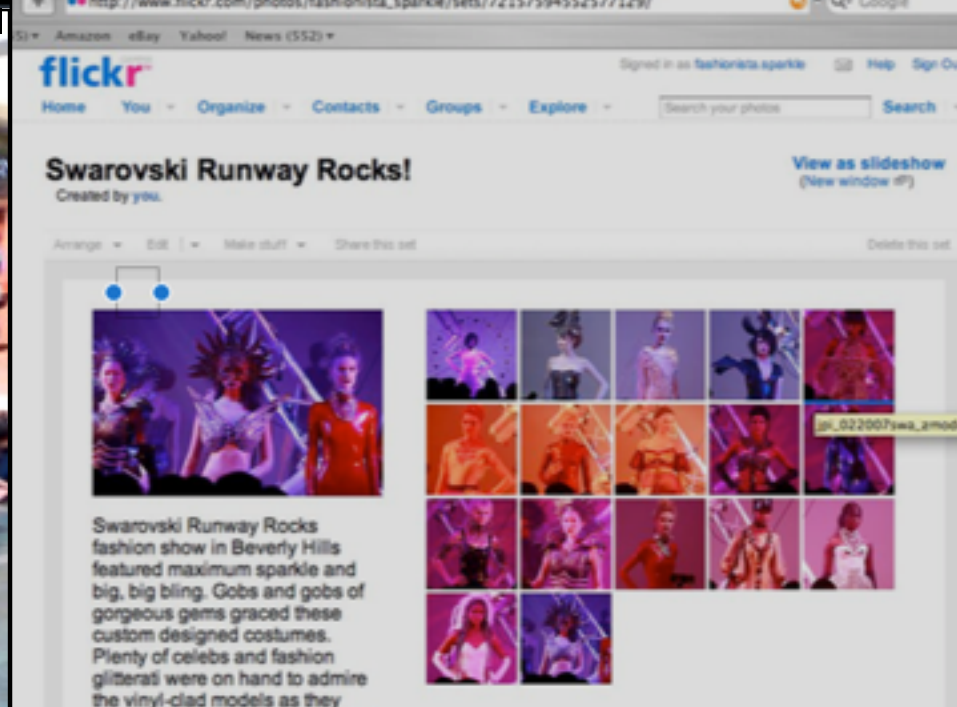
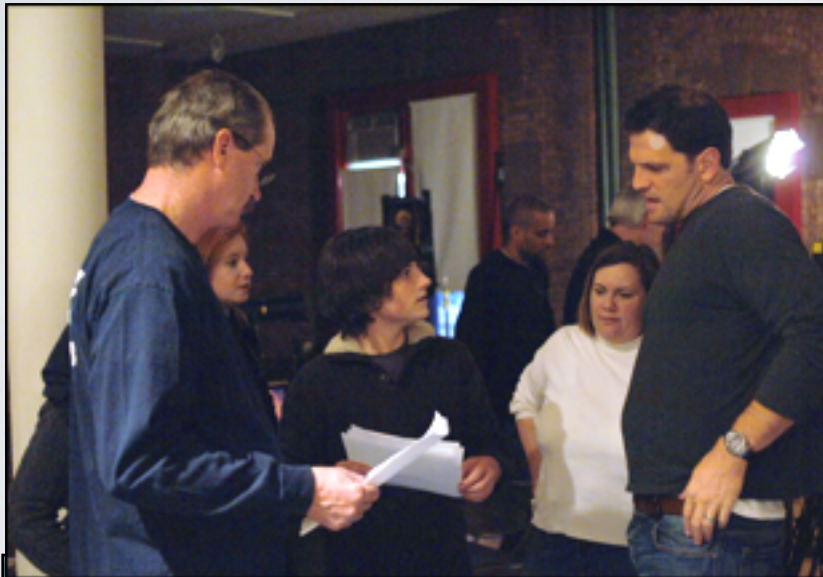
Clients Include:

- ♦ Adobe
- ♦ Apple
- ♦ ATT
- ♦ DirecT
- ♦ HBO
- ♦ HEURIS
- ♦ Hitachi
- ♦ HP
- ♦ Intel
- ♦ Paramount
- ♦ Pulitzer
- ♦ Spruce
- ♦ Universal
- ♦ WB

CONTENT MARKETING

DePatie has produced a plethora of wildly successful content-based marketing including record-breaking programs for Fox's movie *Borat*, PSAs bringing together American Humane and *Firehouse Dog*. And a national mall tour and user created content campaign for Konami's American Idol.

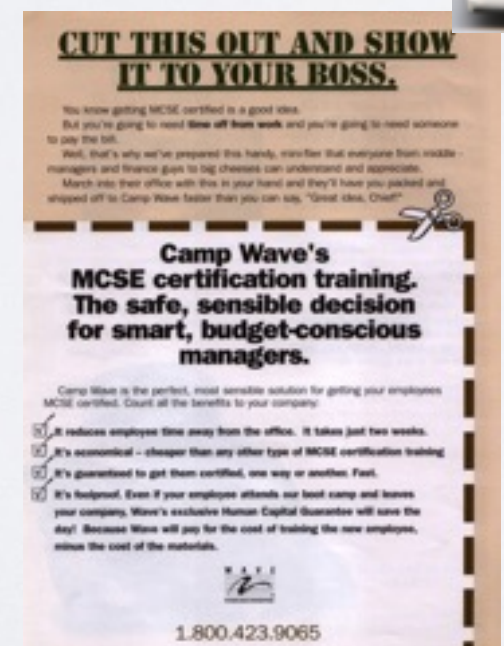
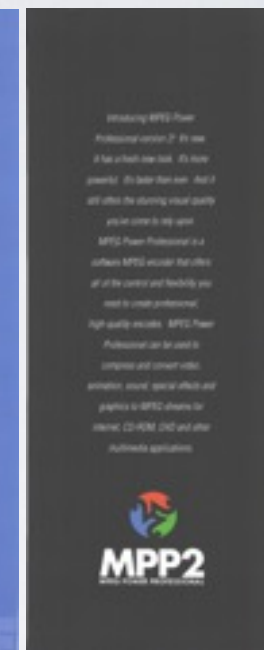
Clients Include: American Humane, Fox, Konami, NY Times, Swarovski



CORPORATE COMMUNICATIONS

Jeanette has produced a wide variety of corporate communications including national and local advertising campaigns, brochures, catalogs, billboards, press kits, EPKs, and some fun promotional items including the wildly popular “Vaporware Detector” button.

Clients Include: AT&T, Chase Park Plaza, Heuris, Republic of Tea, Wave Technologies



MOBILE CONTENT

Jeanette has experience pitching and producing content for the mobile space. She was also executive producer of the Dance to It mobile platform and has a patent pending for this application.

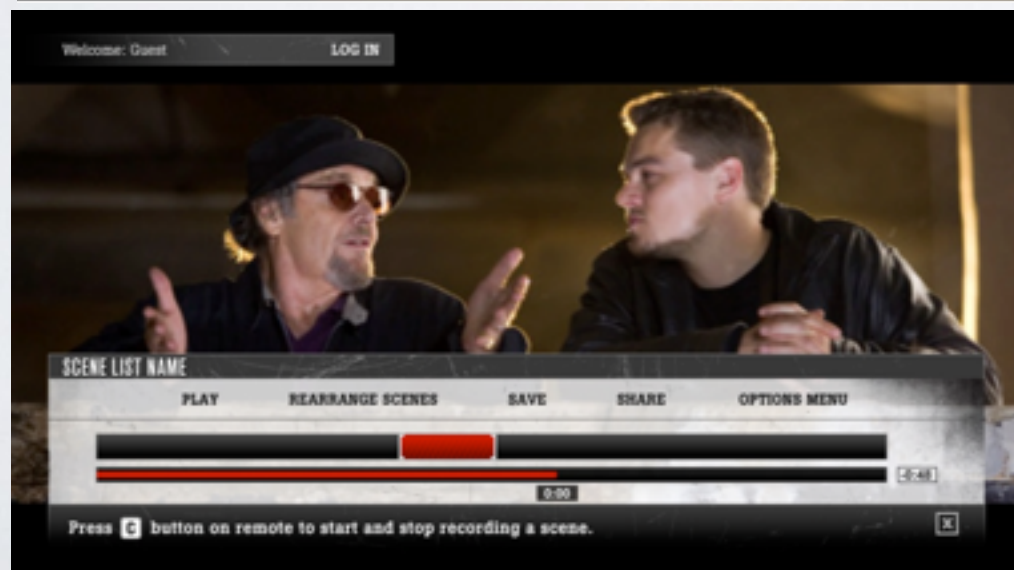
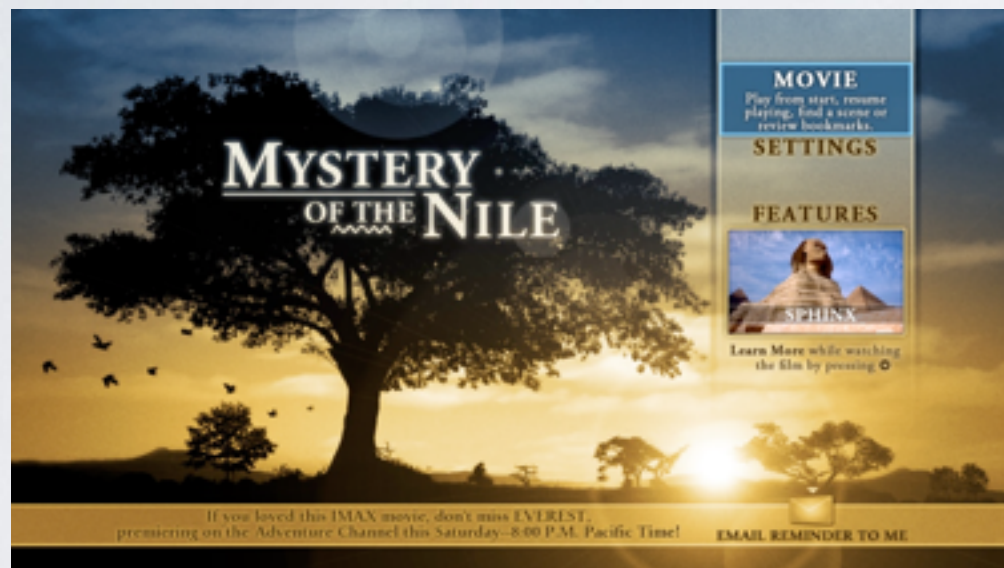
Clients Include: Warner Bros., Universal, Real Big Publishing



USER EXPERIENCE/ INTERFACE

DePatie has executive produced a number of product user experiences and interfaces including Microsoft's ground-breaking HD DVD interface and several custom interfaces for WB interactive experiences. She is extremely comfortable with utilizing agile development and Lean Startup MVP protocols to rapidly prototype interfaces and experiences that users love.

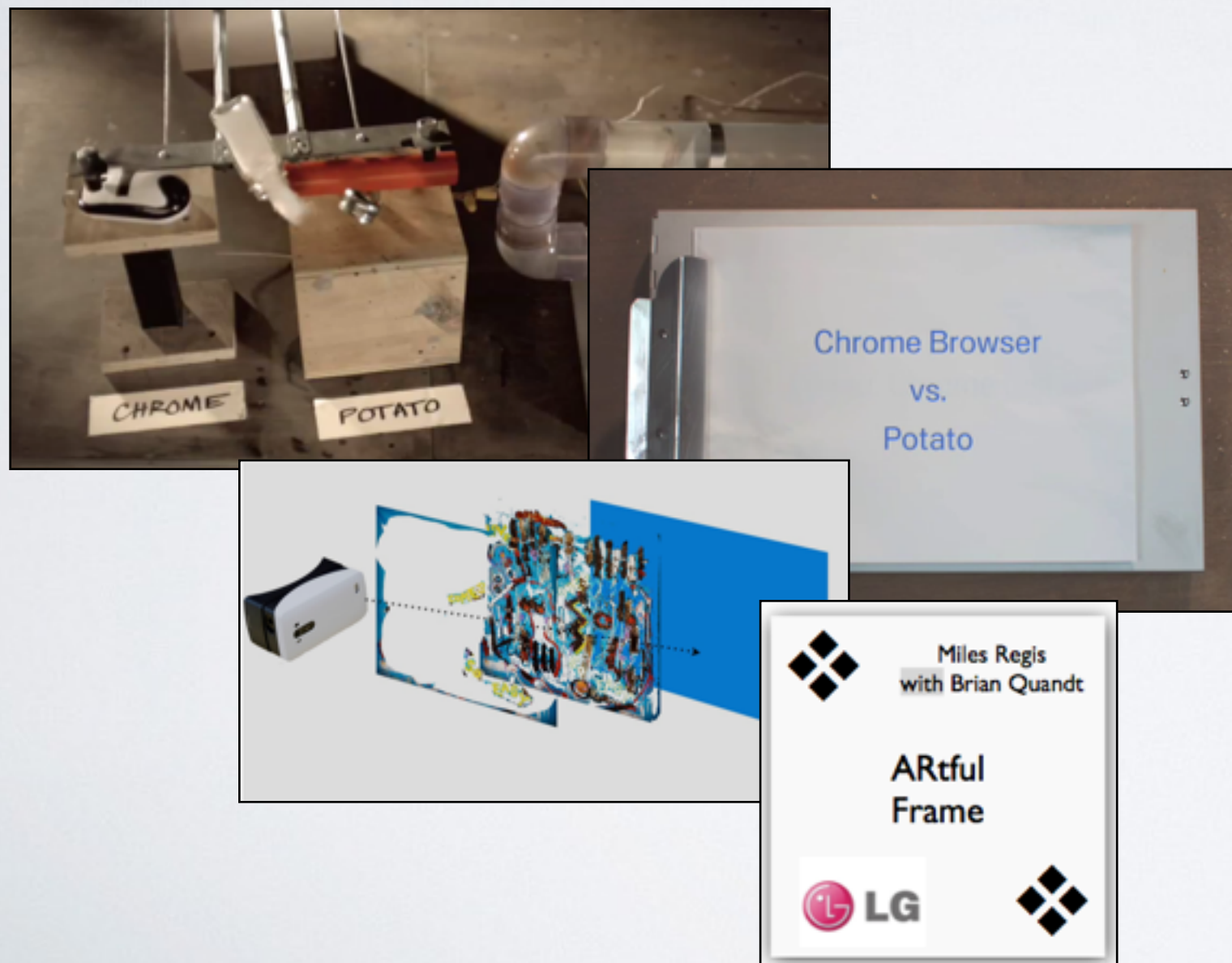
Clients Include: HEURIS, Microsoft, Warner Bros.



IMMERSIVE FORMATS

DePatie has comfortably lived for over a decade on the bleeding edge of technology. She is especially adept at understanding the nuances of immersive interactive formats as they arise. She has consistently served as a pioneer creator of stereoscopic, 360, AR and VR content.

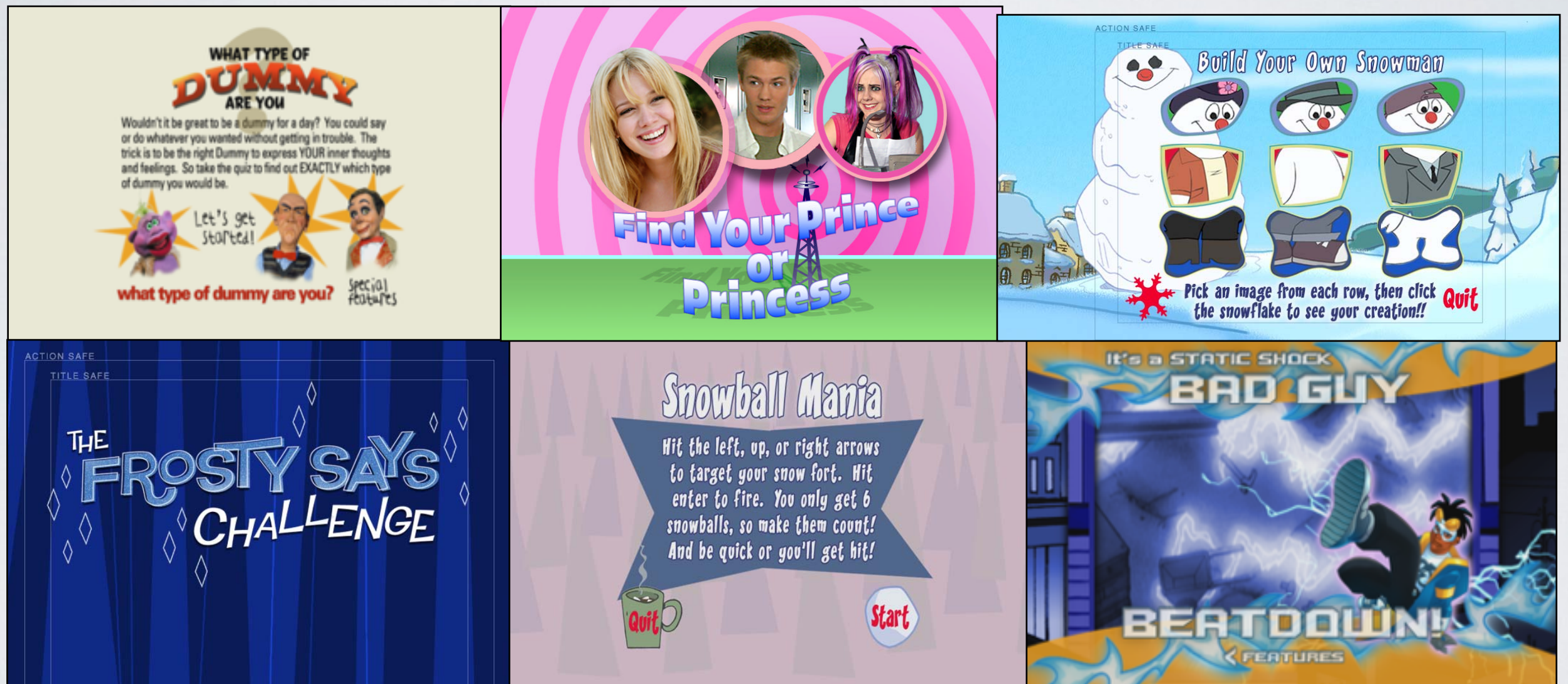
Clients Include: Google, Heuris, HP, Intel, LG, NY Times



GAMES

Jeanette has created a number of creative and innovative movie and television-based interactive games for viewers of all ages.

Clients Include: Classic Media, Disney, HBO, Sony Pictures, WB



Thank you for your time and interest.

Jeanette DePatie

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