

STEPHEN McNIE

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My keys to achievement are creativity, tenacity, and a self-reliant sense of how to make things happen.

I am a marketing/media specialist, a presenter and teacher of relevant, first-hand experience in digital media, branded content, arts marketing, community building, and business development.

I am a results-driven packager, promoter, and developer of concepts that engage - and a facilitator who thrives on challenge.

CAREER HIGHLIGHTS

- ▶ Established digital media businesses for CTV & CBC: including two *Olympic Games*
- ▶ Managed Sharon, Lois & Bram for 7 years; Exec Producer on *Skinamarink TV* (52 episodes); Canada/USA
- ▶ Signed SL&B to William Morris Agency; partnered with major N. American concert promoters on several tours
- ▶ Founded CIRPA KiDS to advocate on common children's music issues while on the CIRPA board
- ▶ Music marketing successes at Warner and A&M Records include John Lee Hooker's first-ever gold record
- ▶ Spawned partnership between Disney and Astral for Canadian home video distribution (\$20M, 2yr)
- ▶ 10 years of Toronto's popular Corktown Ukulele Jam and produced Ontario's first ukulele festival
- ▶ Prepped Oscar/Golden Globe contender, Jessica Chastain for Coen Bros. movie roll
- ▶ Co-founded and current board member: Corktown Chamber Orchestra

EDUCATION

University of Toronto | Faculty of Music: MusBac, Education program (cello: 1975-78)

University of Toronto | Royal Conservatory of Music, 3x scholarship (cello: 1972-75)

TRANSFERABLE SKILLS

COMMUNICATION

- ✿ Fluency in French
- Benefit-centric presentation advocate (Rogen)
- Comfortable in front of any audience
- Art direction: trad.+ digital media
- Course/curriculum design

TECHNICAL

- Web design: HTML, mySQL, php, some java
- Image editing: Photoshop etc.
- Sound/video production: numerous hours as producer + performer
- Powerpoint/Keynote guru
- Common office suite apps

BUSINESS

- Networking / Business development
- Business Affairs; artful deal maker
- Social media strategy
- SEO (search optimization)
- Planning: budget, marketing, project management, trade shows/events

Steve makes you believe the impossible is possible.

☛ *He defines the yin-yang possibilities of character: to be both charming and effective, open-minded yet tenacious, thoughtful and spontaneous, open to new ways yet grounded in tradition, team player and solo runner, artist (he's a cellist) and pragmatist.*

*He really can pull white rabbits out of a hat.
We think the world of him.*

Lois Lilienstein
"Lois" | **Sharon, Lois & Bram**

We received very positive feedback on our "Hello Sydney" Olympics engagement and consider it to be a major accomplishment. This could not have been achieved without Steve McNie's willingness to move beyond traditional sponsorship models and develop a unique feature that truly demonstrated Bell technology in a relevant way.

Mary James
Director, Strategic Sponsorship | **Bell Canada**

My expertise

arts management +
production oversight,
marketing/media/biz dev,
related teaching



Stephen McNie was CTV.ca's first dedicated sales executive. In a very short time, he built an impressive portfolio of advertisers and doubled revenues several years in a row. He laid the foundation of what is today a tremendously successful web business.

Creativity is one of Steve's great strengths. His ideas and approaches were always fresh and energizing. He found innovative ways to complete projects and he always respected the role and responsibilities of content managers.

Steve is a treat to work with and a heck of a ukulele player.

Mark Sikstrom

Executive Producer,

Product and Technology Innovation | **CTV News**

Steve brings a rare combination of skills to the job of marketing: a solid business sense, first-rate creativity, and above all, integrity.

As a creative director, he communicates his ideas effectively and effortlessly.

As a marketer, his enthusiasm and vision have opened many doors for his clients.

Andrew Arntfield

President | **Art & Soul Design Inc.**

Steve brought creativity and passion to his work in Digital Media. He was a real champion of our benefit-driven, customer focused ROGEN presentation strategy.

René Bertrand

Exec. Director, Sales | **CBC Television**

I established new business platforms for the digital media divisions of CTV and CBC - and offer significant expertise in social media engagement.

As their manager for seven years, I executive produced two seasons of a television series which drove new business and opportunities for pre-eminent children's entertainers Sharon, Lois & Bram.

In addition presenting a decade of weekly workshops within the roots music community, I teach music privately, in schools, and at festivals like Beaches Jazz, Martha's Vineyard, Summerfolk and Mariposa. I taught Advertising & Sales Promotion at Sheridan College, New Media at Centennial and have been engaged by the City of Toronto to present business seminars for arts & culture entrepreneurs.

MARKETING | MEDIA | BUSINESS DEVELOPMENT

Positive relationships in an insular trade, challenged by aggressive targets and short life cycles

CTV Sr. Manager, Digital Media Sales: 2003-10 | **CBC** Manager, New Media Sales: 1999-2003

- ▶ **CBC**: 25% annual revenue growth | **CTV**: established a business for monetized new media extensions
- ▶ Pitch and development of multi-platform engagement features for two *Olympics* (Sydney, Salt Lake City) major sponsors of *Juno Awards*, *Can Idol*, *So You Think You Can Dance*, *Academy Awards*, *Degrassi*, *Superbowl*, *World Cup*, and *Hockey Night*

A&M RECORDS 1987-92 | **ASTRAL** 1984-86 | **WARNER MUSIC** Montréal 1981-84

- ▶ **A&M**: Manager, Ontario Region directly responsible for 57% share of \$30+ million annual Canadian sales
- ▶ **Astral**: Product Manager, Disney marketing oversight for home video in Canada
- ▶ **Warner**: Sales Representative responsible for WEA (record labels) sales performance in Québec + Ottawa

ARTS MANAGEMENT | PRODUCTION OVERSIGHT

SHARON, LOIS & BRAM Co-Manager; Executive Producer: 1992-99

Oversaw strategy, business affairs and marketing execution - internationally for all revenue streams:

- ▶ **Television**: Exec Producer, 52 episodes of *Skinamarink TV*: managed creative development, attracted US\$2.6 in private financing, negotiated broadcast relationships (CBC, Learning Channel and PBS), marketed the series to drive spin-off businesses
- ▶ **Touring**: marketed several SRO N.American tours + Broadway; local/national sponsorship, advertising, PR
- ▶ **Business Affairs**: negotiated/articulated numerous TV, audio, video, merchandise, sponsorship partnerships
- ▶ **Recorded music**: themed, packaged, marketed gold selling audio titles

BOARDS current: **CORKTOWN CHAMBER ORCHESTRA** | former: **ORCHESTRA TORONTO**; **CIRPA**

RELATED TEACHING

CITY OF TORONTO *Establishing Your Arts & Culture Business* 2016 (1 day x2)

CENTENNIAL COLLEGE *Introduction to New Media* 2004 (1 semester x1)

SHERIDAN COLLEGE *Advertising & Sales Promotion* 1979-81 (1 semester x3)

torontoUKES 2009-current

- ▶ 10 yrs of highly acclaimed weekly workshops, festivals, schools (Havergal, BSS, St. Clement's), private teaching
- ▶ developing: *BE ukulele*, a video learning series focused on *Yuga: Song Salutations* (efficient skill development)
- ▶ Ralph Shaw devotes a chapter in his recent book to my work in front of audiences