

CEO/Founder

Entertainment Industry

Persona Sales Guide



a/k/a Owner, President, Studio Head, COO, GM, Division Head

Image courtesy of Ryan Wai Kin Lam

Key Responsibilities:

- Develops the plan and **vision for the company** (or division of the company)
- Has **primary relationships** with Film & TV studios and/or major game developers
- Often a **point of escalation** for clients if work output is not meeting needs
- Has oversight of **company operations**, from financials and talent acquisition to office space and infrastructure investments – and possibly the artistic direction
- Represents company in the industry – as its **brand, spokesperson, innovator, and awards recipient**

Listening Cues:

Daily Challenges

- Keeping the upcoming pipeline filled with **new business**
- Ensuring current projects **showcase quality**

Purchasing Concerns and Considerations

- Ongoing **profitability** to keep lights on and talent working
- **Keeping clients happy** to ensure repeat business
- **Studio reputation and prestige** stay top-of-mind
- **Artists' morale** is high, fueling better creative output and ability to attract and retain talent

Relevant Tools: Media & Entertainment Collection, Maya, 3ds Max, Arnold, ShotGrid

Talking Points:

Invest in production proven tools like Maya, 3ds Max, Arnold, and ShotGrid well known for being behind the highest quality visuals on-screen today.

Scale your business with the collection by multiplying compute power for resource-intensive tasks like rendering and simulation with the Arnold 5-pack and Bifrost included.

Offer more services to clients with a full suite of tools in the collection that make it possible for your artists to do more and grow their abilities into new areas of expertise (like effects using Bifrost)

Resources: [Media & Entertainment Collection](#), [Maya](#), [Arnold](#), and [ShotGrid](#) Product Pages