




DORIS CASAP

New York 

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MEDIA & ENTERTAINMENT EXECUTIVE | CONTENT PRODUCER & STRATEGIST | INVESTOR

SUMMARY

- 25+ years of experience as a senior-level executive leader in television and film. A broad creative and business skillset encompassing programming, distribution, complex negotiations, combining creative and analytical approaches to drive results within the entertainment industry.
 - Strong, longstanding relationships with studios, distributors, filmmakers, and producers cultivated through thousands of deals and collaborations, including licensing, film pre-buys, and commissioned programming.
 - Passionate about female/BIPOC representation in entertainment, on and off-screen.
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EXPERIENCE

FOUNDER/CEO

NOVEMBER 2019

- PRESENT

MOTHER FILMS, New York City

An independent production, sales, and advisory company

- Executive produced and sold *A Most Beautiful Thing*, a documentary depicting the country's first all-Black rowing team directed by Mary Mazzio and narrated by Common (other EPs include Dwayne Wade and Grant Hill). Slated to premiere at South by Southwest 2020, it was sold to and premiered on Amazon Prime and PEACOCK.
- Consulting producer and sales representative for *SURGE*, a documentary on the surge of female candidates in the 2018 Midterms directed by Hannah Rosensweig and Wendy Sachs (other EPs include Alyssa Milano and Katie Couric). Sold to and premiered on SHOxBET.
- Executive producer of *Red Pill*, a socio-political horror film written and directed by Tonya Pinkins, premiered in the 2021 PAFF (March) and currently out for distribution.
- Advisor to filmmakers and streaming platforms. Currently developing production slate.

ADJUNCT

PROFESSOR

JANUARY 2021 -

PRESENT

New York University Tisch School of the Arts, New York City

Course Title: Marketing and Distribution for Film

- Covers film distribution including theatrical, transactional, streaming, and film marketing from pre-production through release.

FILM

PROGRAMMING

OCTOBER 1991 -

OCTOBER 2019

Home Box Office, New York City

Senior Vice President (2005-2019)

- Led HBO film programming and rights acquisition strategy, focusing on 'future proofing' HBO as it evolved from standalone linear networks to multi-channel, multi-platform, and On-Demand (HBO GO and HBO Now) offerings, for digital and linear distribution, laying the foundation for HBO's streaming strategy. Led team responsible for all film content sourcing, curation, and licensing for HBO/Cinemax. Film programming accounted for 70-80% of hours viewed on the networks.
- Lead negotiator for long-term studio film licensing output deals with major and mini-major studios including Universal, Summit, etc. with deals valued at over \$1 billion each. Led and oversaw studio library deals with a deal average of over \$100 million.
- Responsible for the HBO Latino programming model and its execution. Added new categories

to programming model beyond film including music, comedy, and documentaries.

- Oversaw the acquisition and commission for HBO Latino branded music programming. Responsible for collaborations with music companies including Sony, Universal Music, etc. for the filming and exhibition of Latino artist concerts. These included concerts by Carlos Santana, Juanes, Shakira, J Balvin, etc. From an original idea, commissioned the Latin Grammy-winning Sony Music Special "En Letra de Otro" with Pedro Capo, which led to an HBO Latino original music series.
- Responsible for HBO Latino negotiations of long-term series deals with HBO Latin America.
- Original member of HBO's first-ever Diversity Council, continuously participating in diversity efforts throughout. Executive Sponsor for Alianza, HBO Latino Employee Resource Group.

Vice President (1998-2005)

- Joined major studio negotiating team. Responsible for studio library deal analysis and title evaluation. Tracked the licensing of studio libraries outside of HBO. Prepared pay-TV network competitive analysis for use by Marketing and Finance as well as senior management. Oversaw film performance projections of studio and independent films for yearly budgeting process.
- Responsible for 'World Premieres' a ratings-driven category of worldwide premiering genre films for Cinemax. Commissioned approximately 5-10 films per year, with approvals on script, budget, director, and cast. Acquired approximately 10 finished World Premieres per year. Preferred genres included suspense, action, action-comedy, and thrillers.
- Business lead for HBO on the negotiation of *My Big Fat Greek Wedding* co-production deal with Playtone and Gold Circle Films (BO \$369 million). Executive in charge of oversight from pre-production to post-theatrical release. Post-release responsibilities included approval of P&A increases as requested by co-production partners and distributors.

Director (1994-1998)

- Solicited, evaluated, and acquired independent film programming for HBO and Cinemax. Leading buyer of independent film from Sundance and other festivals. Liaison with scheduling and marketing teams to shepherd films through exhibition on the network. Responsible for Cinemax Latenight programming.
- Maintained international role by providing expertise on acquisitions and program modeling to HBO International Division as it explored and launched networks.

Manager (1991-1994)

- Worked on the launches of HBO International Networks, including HBO Latin America, HBO Europe, and HBO Asia, the first pan-regional pay television networks in the world.
- One of two executives responsible for programming model design and content acquisition at launch and through first two years for all three startups for all acquired programming including films, series, concerts, documentaries.

**ASSISTANT
PORTFOLIO MGR
1987 - 1989**

Bear Stearns

- Assisted portfolio manager of discretionary accounts. Responsibilities included stock evaluation, trading, and customer communications.

INVESTOR

- **The Helm, New York City, Investor**
 - The Helm Fund I, an Early-stage venture firm, investing in female founders.
 - The Helm, Retail Platform, investor in the Helm's retail platform which provides a second way to invest in female ventures through its female-led product funded offerings.
- **Golden Seeds, New York City, Investor/Member**
 - Network of angel investors investing in women-led businesses.

BOARDS

PRIVATE

- **NLITE Media, Investor, Board Member (November 2020-Present)**
 - Black-owned entertainment and technology startup. Founded in 2020. Senior Advisor to CEO participating in content and financial strategy and execution.
- **Second Act Women, Advisory Board (July 2020-Present)**
 - Female-owned and oriented membership-based company for women over 40 and 50 to spur their personal and professional reinvention. Services include events, workshops, programs, and community.

NON-PROFIT

- **Almanack Screenwriters, New York City, Board Member (June 2020-Present)**
 - Part of renaming team. Successfully introduced numerous branding experts, all women of color, which resulted in the hiring of New Majority Ready Inc.
- **Team TLC NYC, Advisory Board Member (June 2019-Present)**
 - Grassroots organization providing support to asylum seekers and immigrants in NYC.
- **New York Urban League, Board Member. Executive Committee. Real Estate Committee. (November 2016-December 2019)**
 - Participated in evaluation and review of President. RE Committee evaluated and reviewed options for NYUL's legacy HQ. Interviewed developers and architects for possible sale and development of property.
- **El Museo del Barrio, Board Member (September 2005- May 2018)**
 - Museum Director Search Committee, Programming Committee.
- **WHEDCO (Women's Housing and Development Corp.), Board Member, (2002-2006)**
 - Bronx housing and social services organization. Communications Committee.

EDUCATION

Harvard Business School, Boston, Massachusetts

Masters in Business Administration

Vassar College, Poughkeepsie, New York

Bachelor of the Arts, Economics

PERSONAL

- Born in Bolivia, fluent in Spanish.