

Mark Friedlander, JD LL.M.

(818) 416-5229 • markfriedlander@yahoo.com • professional.markfriedlander.com • 12459 Marva Ave. Granada Hills, CA 91344

EXPERIENCE:

SAG-AFTRA (formerly Screen Actors Guild)

8/2005 - Present

National Director, New Media (2/2008 – Present)

- Oversee all policies, procedures, and contracts providing guidance to senior staff, including the President and National Executive Director, relating to emerging technology and new media business trends.
- SAG new media productions have increased at an averaged 110% YoY due to outreach efforts. Members joining under this contract accounted for \$550K in revenue in 2010, up from \$160K in 2009.
- Contribute to all 8 collective bargaining negotiations including: Television, Theatrical, Commercial, Interactive, and Industrial (contract values collectively totaling over \$1.8B per year).
- Negotiated watershed contract deals that included: the first ever working condition protections for actors in new media entertainment and the first guaranteed initial compensation and residuals for actors in new media advertising.
- Create and implement national new media business strategy.
- Act as public face of new media via speaking engagements at many of the major conferences and festivals through out the year (e.g. CES, Sundance, SXSW, Produced By, etc.) and through press interviews (e.g. The Hollywood Reporter, Daily Variety, The Los Angeles Times, Backstage, San Jose Mercury News, etc.).
- Primary new media advisor to National committees including: New Technology Committee, Interactive Contracts Standing and Negotiating Committee, and Performance Capture Committee.
- Report directly to Deputy National Executive Director of Contracts and manage a department of 8 employees.
- Expanded scope of the department to add an autonomous and dedicated new media research arm that produces both weekly and monthly reports for briefing senior staff and committees on the state of technology, and new media and video game business trends.
- Developed and maintain a large network of strategic contacts and new media professionals.
- Generated a business development strategy that encompassed research, target selection, prioritization, and implementation methodology that resulted in a multifold increase of high value partnerships.
- Absorbed contracts administration to centralize and streamline business practices, decrease workload on staff, and more effectively support our business development efforts, resulting in an immediate 148% increase in effectiveness.
- Migrated out-dated business processes to more efficient digital systems including developing and deploying an online contracts administration application, allowing staff to spend less time filing and more time problem solving.
- Partnered with SAG Research and Economics and IT to build a real-time business intelligence monitoring system, cutting feedback time from weeks to minutes.
- Spearheaded launch of social media strategy, Facebook and Twitter, which has grown to 52K Likes, and 5K Followers over three (3) years.

Director, New Media (5/2007 – 2/2008)

- Architected, and managed the launch of SAG's first New Media Department.
- Collaborated on department vision and business strategy with Deputy National Executive Director of Policy and Strategic Planning.
- Generated research, legal and technological analysis, and strategic recommendations to senior staff for application to current deals, negotiating strategy and business development resulting in an immediate 101% increase in business.
- Created original department policies, procedures and department budgets (totaling nearly \$1M).
- Conceived, structured and drafted specialized job descriptions for all staff including a department manager, new media policy coordinator, and support staff.
- Hired, managed, and trained all 3 initial new media staff.
- Created the first new media business intelligence database to support negotiations, contract administration, and business development. Prior no central repository existed and decisions were based only on anecdotal information.
- Directed industry relations, quarterly educational workshops, and Guild wide staff trainings on emerging technology.
- Participated on negotiating teams for all SAG contracts dealing with new media issues including the delivery of television, theatrical motion pictures, and commercials over the Internet and to mobile devices.

Theatrical, Interactive Games, & New Media Contracts Business Representative (8/2005 – 5/2007)

- Negotiated and drafted original contracts for new media, including mobile delivery, podcasting, streaming, and EST.
- Consulted and prepared memoranda for senior staff, committees, and board members on new technologies.
- Acted as liaison to the New Technology Committee and InterGuild New Tech Think Tank.
- Administered a contracts portfolio of 100's of films, video games, and new media projects, several with budgets ranging into the tens of millions of dollars.
- Evaluated chain-of-title and acquired appropriate financial assurances to protect SAG economic interests.

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WESTERN STATE UNIVERSITY COLLEGE OF LAW (ABA)

9/2008 – 12/2008

Adjunct Professor, Entertainment Law

- Lectured, drafted, and graded student exams.
- Covered areas including: copyright, trademark, rights of publicity, talent, and producer deals, music recording, publishing, touring, and merchandising agreements, dealing with industry players and unions, and the impact of new media.

LAW OFFICES OF MARK FRIEDLANDER

12/2002 – 8/2005

Attorney

- Negotiated and drafted entertainment contracts and licenses for filmmakers, writers, and musicians, covering synch and master use, work-for-hire, rights acquisition, crew employment, recording, publishing, and collaboration agreements.
- Advised clients on complex intellectual property issues.

TONY SCOTT, *Domino*

10/2004 – 12/2004

Production Assistant

- Aided unit publicist, facilitated mini-junket, coordinated on set interviews, photo shoots, and EPK.
- Assisted in the scheduling of talent and crew.

McG, WONDERLAND SOUND & VISION

8/2002 – 9/2004

Intern for Director-Producer / Production Assistant

- While attending school full-time, analyzed international productions' tax incentives and advised executives on their impact.
- Reviewed submissions, researched proposed story ideas, wrote script coverage and notes.
- Rolled calls. Coordinated executive schedules and assisted executives on set.

STEVE SAUER, MEDIA FOUR

8/2002 – 6/2005

Executive Assistant to Talent Manager

- Covered a high volume desk. Rolled calls. Reviewed client agreements and drafted correspondence.
- Coordinated travel and meeting schedules. Problem solved with clients, producers, agents, and industry executives.

EDUCATION:

Southwestern University School of Law

Master of Laws, Entertainment and Media Law

Donald E. Biederman Entertainment & Media Law Institute, Cambridge University

International Media & Entertainment

California Western School of Law

Juris Doctor

Recipient, Telecommunications Center Scholarship; Editor, Tele Communication News; Member, IP Law Society and Entertainment & Sports Law Society

University of Southern California

Bachelor of Arts, Political Science

Music Director & Special Promotions Director, KSCR 104.7 FM Student Radio

PROFESSIONAL AFFILIATIONS:

State Bar of California, Member, State Bar No. 222725; Intellectual Property, Labor and Employment, and Entertainment Law Sections.

International Academy of Web Television, Member; Industry Standards Committee, Member.

Beverly Hills Bar Association, Member.

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SELECT SPEAKING ENGAGEMENTS AND PUBLICATIONS:

- **Sundance Film Festival** *The Kindness of Strangers: Funding LGBT Film Through Social Media*, 1/12
- **Consumer Electronics Show** *The Impact on Entertainment Industries of Cloud Computing*, 1/12
- **Produced By Conference** *Big Names, Small Budgets: The Influence Of Professional Talent On Indie Projects*, 6/11
- **SXSW** *Getting to Know the Unions and Professional Organizations*, 5/11
- **Sundance Film Festival** *Shining a Light on Web Series Talent*, 1/11
- **Sundance Film Festival** *The E-Cinema Migration: Is the Internet Reshaping Film*, 1/11
- **Consumer Electronics Show** *The Impact of Cloud Computing on the Entertainment and Telecommunications Industries*, 1/11
- **American Film Market** *Resources for Independent Filmmakers*, 11/10
- **NATPE Los Angeles TV Festival** *The Politics of Net Neutrality: What Content Creators Need to Know*, 7/10
- **Digital Hollywood** *Going Pro – A Guide to Making your Web Series with the Guilds*, 5/10
- **SoCin NYC** *The New Wave of Production and Distribution: Social Media Ridding the Middleman*, 4/10
- **Consumer Electronics Show** *Content Distribution: Artists and Rights Holders-P2P for Content Creators*, 1/10
- **American Film Market** *Screen Actors Guild: A Filmmaker's Resource*, 11/09
- **Palm Springs Shortfest** *Digital Creativity*, 6/09
- **Sundance Film Festival** *A New Kind of Indie*, 1/09
- **California State University Northridge** *Marketing Law: Grokster and the Future of Innovation*, 2/07, 12/07, 11/08
- **Los Angeles Latino International Film Festival** *What Can SAG Do for You*, 10/07
- **Southwestern Univ. School of Law** *Advanced Entertainment Seminar: New Media & Contract Negotiations*, 10/07
- **American Film Institute** *New Media, Directors, and the Screen Actors Guild*, 6/07
- **The Hollywood Black Film Festival** *Distribution Strategies: From Traditional to Alternative*, 6/07
- **Media Law Resource Center** *Challenges Integrating Traditional Media & Entertainment Into Digital Environments*, 1/07
- **American Film Institute** *SAG Low Budget Contracts For Performers and Independent Producers*, 6/06
- **Entertainment, Publishing and the Arts Handbook** *Pitch Protection: Keeping Your Clients Safe From Idea Theft*, 2003-04 Ed
- **Telecommunications and IP Law Center** *The Internet Steps to the Beat of a Different Drum: The mp3.com, R.I.A.A. Saga*, 12/00