

# 2018 Creative STORAGE<sup>SM</sup> CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Aaron Semmel, Executive Producer and CEO of BoomBoomBooya**

## **TITLE: Hard Driving Down Hollywood Boulevard**

### **ABSTRACT**

A hilarious and insightful look at the Hollywood business from behind the desk of the ever optimistic and often mysterious Executive Producer. Aaron Semmel has been climbing the industry ladder for over 20 years, and the stories of his adventures, full of trials and tribulations, all reflect one common theme... a need to always be one step ahead. Through his stories, Semmel highlights the need to be on the cutting edge of everything in our business, even in tech and storage needs, which often times does not translate to the EP suite. Semmel will breakdown a vocabulary that producers and production executives speak, in an effort to bridge the gap between tech and the "technically challenged".

### **BIOGRAPHY**

Born and raised in Chicago, Aaron Semmel grew up wanting to make movies underwater with Jacque Cousteau. When Cousteau passed away, Semmel aimed his sights towards dry land and Hollywood. After studying Film Production and Creative Writing at Columbia College, Semmel started as Grip on the set of a Roger Corman television series titled BLACK SCORPION. From there he got a job at Maverick Films, the film shingle of Madonna. At Maverick, Semmel helped to develop and produce several projects, including the film AGENT CODY BANKS.

Aaron's first experience with reality television came in 2004, when he was cast on the first season of the mega-hit NBC series THE BIGGEST LOSER. The experience gives him a unique perspective on producing reality programs and dealing with reality casts and crews.

In 2005, Semmel began working under James G. Robinson (CEO) and Guy McElwaine (President) at Morgan Creek Productions. Working closely with development, production, marketing and distribution, Semmel helped to produce such films as THE GOOD SHEPHERD, MAN OF THE YEAR, GEORGIA RULE and SYDNEY WHITE.

In 2009, Semmel joined Thinkfactory Media, moving into the world of television production. As Director of Scripted Development, Semmel developed dozens of television and feature film projects, but he also helped make reality television series such as GENE SIMMONS FAMILY JEWELS (A&E), DOGG AFTER DARK (MTV), TEACH: TONY DANZA (A&E), SINBAD: IT'S ALL ABOUT FAMILY (WEtv).

Semmel traveled to Romania in 2011 to Co-Produce HATFIELDS & McCOYS, directed by Kevin Reynolds and starring Kevin Costner and Bill Paxton. Airing on History, the mini-series won five Emmy's and was nominated for many more awards.

In 2013, Semmel started his own company, BoomBoomBooya, LLC. Semmel created and Executive Produced an unscripted hour special with country music star Big Kenny Alphin of BIG & RICH for the TLC Network. Semmel also created and Executive Produced an unscripted hour dog training special for Nat Geo Wild titled BOSS DOG. In the Digital Space, Semmel Co- Executive Produced three web series for Snoop Dogg's cannabis centric MerryJane.com.

Currently, Semmel works closely with Kevin Costner on the development of a 10-part limited series western titled HORIZON. BoomBoomBooya is partnered with Saatchi & Saatchi and Toyota to create and produce branded content for social media. BoomBoomBooya also has several co-production agreements with some of the biggest production companies and networks, with several television and feature film projects in various stages of development.

Aaron also dedicates time as a Program Consultant for American Cinematheque, Hollywood's premiere non-profit dedicated to the public display of motion pictures, where he produce special theatrical screenings and events. Aaron is a big advocate of Big Brother Big Sisters and has been a "Big Brother" himself.

In his free time, Semmel trains and competes in triathlons. Semmel lives in Los Angeles with his girlfriend and their adorable white boxer named Ob-La-De Ob-La-Da.

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**Jay Batista, GM, Tedral North America**

## **TITLE: Real World Savings through SMPTE IMF Adoption**

### **ABSTRACT**

Few industries pose as many storage challenges as Media and Entertainment. Video quality continues to evolve creating immersive life-like experiences and file sizes of mammoth proportions. The hard reality is that storage requirements get worse every year. With most content stored in offline or slow tape-based storage, it's nearly impossible to monetize old content. Meanwhile work-in-progress has to live on fast, disk-based, storage, creating complicated tiers of storage. Completely new "Cloud Storage 2.0" services are both cheaper than tape and faster than most existing disk-based storage. Old content can be served up on demand, providing new sources of revenue. And blistering speeds eliminate the need for tiered storage. This session will explore the impact of Cloud 2.0 storage on the media and entertainment space.

### **BIOGRAPHY**

With 38+ years' experience in the Media and Broadcast industry, Jay Batista brings technical expertise and management acumen to his leadership role as General Manager of Tedral, Spain's North American operations. Most recently the COO of StorerTV and the President/GM of AmberFin USA, Jay has held executive positions since 1990, managing strategic growth, sales and marketing, mergers and acquisitions, and product innovation. Starting his first radio job at 16, Jay has held engineering positions in radio, television and satellite communications operations. Jay holds a Masters Degree from Ohio University's School of Radio & Television, is active on SMPTE committees and on community boards and non-profit organizations.

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**David Friend, Co-Founder and CEO, Wasabi**

## **TITLE: How Cloud Storage 2.0 Promises to Change Everything in Media & Entertainment: Strategies for embracing the cloud to store your data and revolutionize your business**

### **ABSTRACT**

Few industries pose as many storage challenges as Media and Entertainment. Video quality continues to evolve creating immersive, life-like experiences, and file sizes of mammoth proportions. Competition is fierce, too, with more content providers—and channels to distribute that content—than ever before. How quickly production teams can store, retrieve and collaborate on projects, and do it affordably, will help determine their success. The hard reality is that no matter what companies choose to create their magic, they have enormous storage requirements. Upwards of multiple petabytes for just one feature-length movie. While many M&E companies see the value of taking the load off their own networks and moving files to the cloud, the costs can still be exorbitant. Cloud Storage 2.0 ushers in a new generation of storage designed to become a utility like electricity and bandwidth. Cloud Storage 2.0's compelling affordability and performance and will transform the ways movies are made and stored while forever changing industry business models. This session will explore the new possibilities in Media & Entertainment and look at the promising future of Cloud Storage 2.0.

### **BIOGRAPHY**

David Friend is the co-founder and CEO of Wasabi, the hot cloud storage company that delivers fast, low-cost, and reliable cloud storage. Prior to Wasabi, David co-founded Carbonite, one of the world's leading cloud backup companies. A successful tech entrepreneur for more than 30 years, David got his start at ARP Instruments, a manufacturer of synthesizers for rock bands, where he worked with leading musicians of the day like Stevie Wonder, Pete Townsend of The Who, and Led Zeppelin. David has also co-founded five other companies including Computer Pictures Corporation – an early player in computer graphics, Pilot Software - a company that pioneered multidimensional databases for crunching large amounts of customer data for major retail companies, Faxnet - which became the world's largest provider of fax-to-email services, as well as Sonexis - a VoIP conferencing company.

David is a respected philanthropist and supporter of the arts in Boston. He is on the board of Berklee College of Music, where there is a concert hall named in his honor, and serves as president of the board of Boston Baroque, an orchestra and chorus that has received 7 Grammy nominations. He is an avid mineral and gem collector and donated the David Friend Gem and Mineral Hall at the Yale Peabody Museum of Natural History. David is an avid runner and can often be seen riding his bike to all of his meetings in and around Boston. David graduated from Yale and attended the Princeton University Graduate School of Engineering where he was a David Sarnoff Fellow.

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**Jason Coari, Director, Scale-out Solutions, Quantum**

## **TITLE: Accelerate Immersive Content Creation: Add Rivers and Oceans to Your Data Lake**

### **ABSTRACT**

The need to produce higher-resolution, more immersive content in increasingly shorter timelines is becoming the new normal in post-production. Over the past several years organizations have learned of the massive benefit of creating a centralized storage environment to support these demands, but that is only one step of many. Modern storage solutions must go beyond the data lake to deliver both performance and cost-efficiency across an entire end-to-end workflow. This session will explore how such a solution can be architected, informed by insights gained from real world customer deployments, newly conducted storage surveys, and rigorous testing of 4K reference architectures.

### **BIOGRAPHY**

Jason Coari is a veteran in the technical computing industry, having a 15 year career in senior sales and marketing positions across the globe at both hardware and software organizations. Currently, he is Director, Scale-out Storage Solutions at Quantum, a leading provider of high-performance and archive storage solutions to the media and entertainment industry. In his current role, Jason is responsible for leading the company's commercial strategy for scale-out storage across all industries. Previous to Quantum Storage, he worked in a variety of global roles at SGI, most notably directing HPC and M&E product marketing strategy and leading the European and APAC marketing organizations.

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