

ADAM SIMMONS

EXECUTIVE PRODUCER

WHERE I'M AT



248. 790. 9799



Adamasimmons@Gmail.com



www.AdamSimmonsProducer.com

WHAT I'M GOOD AT

Building smart production approaches around creative, budget and timing

Finding great talent — directors, photographers, production and post partners

Leading complex, integrated productions from creative development through delivery

Managing and mentoring producers while building strong, collaborative teams

Knowing when to push, when to protect, and when to pivot.

Bidding, budgeting and negotiating with an eye toward both value and creative ambition

Exploring emerging AI tools and workflows in creative development and production

Solving problems quickly, calmly and creatively when things don't go according to plan

Building strong relationships with clients, creatives, agencies and production partners

Managing multiple teams, vendors and workstreams across large-scale productions

Presenting production approaches clearly and confidently to clients and creative teams

Anticipating problems before they become expensive ones

Adobe Premiere, Photoshop, Excel, Keynote, Powerpoint

Keeping a sense of humor, no matter what

Movie Trivia

WHERE I LEARNED

FULL SAIL UNIVERSITY

Winter Park, Florida

A.S., Film and Video Production

WHO I AM

I'm an Executive Producer who turns ambitious creative ideas into things that actually exist. For more than 20 years, I've brought together the right people, resources and solutions to make great work happen—from Super Bowl spots and global automotive launches to photography, social content and healthcare.

Creatively driven. Detail-oriented. Relentlessly pragmatic.

I build teams, find talent, solve production problems and manage complex projects without losing sight of the idea—or my sense of humor.

WHERE I'VE BEEN

VP, EXECUTIVE PRODUCER // PUBLICIS PRODUCTION Aug. 2024 - Present

Executive Producer overseeing integrated production across Pfizer's global portfolio, including broadcast, photography, social and digital content. I manage and mentor producers, oversee staffing and workloads, and provide senior guidance on production strategy, bidding and execution while remaining hands-on with key projects.

- **2025 Vaccines Campaign:** Produced an integrated campaign for Pfizer's 2025 Vaccines initiative from boardomatics and testing through final delivery. Shot in Portugal.

EXECUTIVE PRODUCER // LEO BURNETT

July 2019 - Aug. 2024

Led integrated production across GMC, Hummer and Buick, overseeing major launches, Super Bowl work and complex multi-platform campaigns with budgets reaching \$10MM+.

- **Hummer EV Launch:** Led an unprecedented production for a vehicle that didn't yet exist, bringing together GM engineers, multiple VFX partners and production teams to create a 5-minute reveal film and supporting campaign on an exceptionally compressed timeline.
- **Super Bowl 2020:** Led production of Hummer EV reveal starring LeBron James, conceived and produced in just 30 days.
- **Sierra EV Launch:** Led a complex multi-platform launch involving multiple production and VFX partners, engineering teams and more than 120 deliverables across broadcast, digital and social.

SENIOR INTEGRATED PRODUCER // GTB

June 2016 - July 2019

Produced major integrated campaigns and vehicle launches for Ford across broadcast, digital, social, photography and experiential, with production budgets reaching \$5MM+.

- **Ford Ranger Launch:** Produced a 40-day, multi-city shoot with Outside TV and real athletes to reintroduce Ranger to the U.S.
- **Ford Expedition Launch:** Produced a multi-platform campaign for the 2018 Olympics featuring a sprawling cast of real people and across three cities.
- **Ford Super Duty Launch:** Produced integrated campaign for the 2017 Ford Super Duty

SENIOR PRODUCER // LEO BURNETT

May 2013 - June 2016

Brought in to lead the Silverado account and immediately took on what was, at the time, the biggest launch in GM history. Produced major broadcast and integrated campaigns with budgets reaching \$4MM+.

- **Super Bowl 2014:** Produced award-winning 'Life' and accompanying 'Purple Roads' World Cancer Day campaign.
- **2013 Chevy Silverado Launch:** Produced what was, then, GM's biggest launch, the "A Man and His Truck" campaign.
- **2014 Chevy Silverado Campaign:** Produced follow-up campaign to "A Man and His Truck" with a refined creative approach and style, encompassing 4x distinct :60 spots.