

Christine Hansen

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Mission:

To provide my globally proven expertise as an **Executive Producer** to design and/or align with universally respected production companies, entertainment properties, corporate brands and entertainment-driven lifestyle initiatives.

Opportunities exist in the capacity of **Executive Producer and/or Project Management; Production Strategist; Brand Marketing, Media, and Promotional Campaign Consultant** who is well positioned to exceed short and long-term client goals via **measurable results**.

Expertise:



Thirty-Three Productions, Inc.

President/CEO - 10/98 to present

Successfully produces corporate events, concerts, festivals and tours of local, national, and international scope. Directs seamless marketing and media campaigns for multi-national corporations, globally recognized world-leaders, celebrity icons, and highly respected charitable organizations.

- Distinguished as a **results-oriented Producer who is well versed in corporate culture to provide visionary event experiences from concept to completion**
- Recognized as a **creative and inspiring leader who achieves results** as an individual and team player
- **Utilizes a vast local and global network of influential contacts** to super-serve all client expectations
- Nimble on behalf of **projects that require strategic thinking and immediate execution with a positive attitude**
- **Produces integrated media, marketing and promotional campaigns** that drive awareness and sales
- **Unifies celebrated corporate partnerships and endorsements** within the music, entertainment and non-profit industries
- **Designs and implements extensive brand activation programs** from inception to successful conclusion with **quantifiable results**
- **Delivers projects on time to specification and budget.** Strategic thinker. Diligent contract negotiator

Featured Clients & Projects:



Christine Hansen

Professional Achievements:

- 2018 **Nelson Mandela Music Tribute:** Executive Producer-Centenary Benefit Concert/Campaign
- 2017 **George P. Johnson:** Executive Producer – Dreamforce 2017 • Industries Lodge
- 2017 **BMF Media / Stage:** Executive Producer – Experiential Mobile Tour / 20 Markets / National
- 2017 **FreemanXP/GE:** Executive Producer – GE OTC Customer Appreciation Event
- 2016-17 **FreemanXP/NBAxDEW:** Executive Producer - Balls Across America • Nationwide NBA Events
- 2016 **Jack Morton Worldwide (JMW)/HP:** Senior Producer - HP Global Partnership Conference
- 2016 **JMW / T-Mobile:** Creative/ Senior Producer - Major League Baseball All Star Week
- 2016 **JMW / T-Mobile:** Creative/ Senior Producer -Grand Opening TMO Arena
- 2015 **Manifold / Intuit:** Senior Producer - Quickbooks Connect Concert featuring Goo Goo Dolls
- 2008-15 **Silver Management:** Executive Management: Venue & Operations Consultant
- 2014-15 **Drum Canyon Holdings:** Executive - Strategic Planning & Development
- 2012-14 **Mandela Day Campaign -** Executive - Strategic Planning & Development Global Strategy
- 2007-14 **A Place Called Home:** Executive Producer/Marketing/PR – Stars & Strikes Celebrity Event
- 2013 **After-School All-Stars, Los Angeles:** Executive Producer/Marketing/PR
- 2013 **Designing Dreams Holiday Fashion Show& Toy Drive for ASAS-LA:** Executive Producer
- 2013 **Wheeling & Dealing for ASAS-LA:** Executive Producer/Marketing/PR
- 2012 **After-School All-Stars, Los Angeles:** Executive Producer / Agency of Record
- 2010-11 **Salute! Craft Beer & Fine Food Festival:** Executive Producer / Brand Architect
- 2003-09 **Heineken St. Maarten Regatta -** Executive Producer: Annual International Gala
- 2009 **Hope's Voice International:** Agency of Record: Global Campaign Strategist
- 2007 **Nelson Mandela / 46664 World AIDS Day Benefit Concert:** Executive Talent Producer
- 2006-07 **Africa Unite for Bob Marley Foundation:** Executive Producer / Global Campaign Strategist
- 2006 **Black Eyed Peas/Peapod Benefit Concert, South Africa:** Executive Producer Historic Event
- 2006 **MTV Worldwide - Diary of the Black Eyed Peas South Africa:** Executive Producer
- 2006 **Direct TV - Peapod Benefit Pre-Grammy Concert, Hollywood:** Executive Producer
- 2005 **Chosen Few 'El Documental' Certified Platinum:** Agency of Record: Media Buying/Promo
- 2004 **Black Eyed Peas Celebrate 10 Years of Freedom in South Africa:** Executive Producer
- 2002 **Winter Olympic Games:** Executive Producer Xcape AfterHours for Coca-Cola
- 2001 **Ministry of Sound UK:** Agency of Record: North American Brand Launch
- 2001 **Björk World Tour:** Corporate Marketing & Promotional Strategist
- 2000 **JENSENERGY Tour:** Executive Producer/First US Live Electronic Dance Tour
- 1999 **Watcha Tour:** Co-Producer: First US Rock en Espanol Music Tour
- 1998 **Central Park SummerStage, New York, NY:** Co-Producer/Director: Marketing & Sponsorship

Charitable Contributions:

- 2015 **Global Green Oscar Event featuring Oscar-Winning Artist, Common:** Event Consultant
- 2005-14 **A Place Called Home, South Central, Los Angeles:** Executive Producer/Donor
- 2012-13 **After-School All-Stars, Los Angeles:** Executive Producer/Donor
- 2010 **FOOD Share:** Executive Producer Local, Regional & National Awareness Campaign
- 2007 **Nelson Mandela Foundation:** Executive Talent Producer / US Media Strategist
- 2007 **Clinton Foundation Millennium Network:** Event Host Committee Chair
- 2006 **Entertainment Industry Foundation:** Co-Producer Women's Cancer Research Fund Gala
- 2005-06 **Peapod Foundation:** NGO-Architect Black Eyed Peas Charitable Initiative
- 2002 **UN Adopt A Minefield:** Co-Producer Gala Benefit with Paul McCartney & Nobel Laureate Jody Williams
- 1999 **Richard Karn Star Days:** Co-Producer Cancer Benefit Concert

References: Available Upon Request