

"Trust firmly in your luck, cling to your happiness, and dare to take risks.
They will see you and learn to accept you"
René Char in *Rougeur des Matinaux*



ALICE GUIEN

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Nationality : French | **Based in** Paris & London
Fluent in French, English, Italian – **learning** Spanish & Farsi

PRODUCER & BUSINESS AFFAIRS EXECUTIVE

I am a producer and business affairs executive with international background and 18 year experience. Combining passion and dedication for startup driven incubator and major media companies; and creating better content for all formats.

Strong believer in the virtuous circle of collaborative business affairs & content sourcing to negotiate and execute sophisticated partnership deals in the best possible work spirit.

SKILLS

PROJECT MANAGEMENT

Think and put together cultural projects from development, business plan, to financial, technical and logistical implementation. Risk assessment and experience linked to war and extreme zones.

BUSINESS AFFAIRS

Negotiate contracts for French and international chains of title, financial negotiation with public and private partners, international TV channels, talent agents and crew members, partnership management and coordination, post production management, financial and accounting management and reporting.

MISC.

Driven, intuitive and in need of deep understanding of things, highly adaptable and even tempered in stressful situation, tenacious and straight to the point, multitasking, eager to learn and to be challenged.

STRATEGIC DEVELOPPEMENT

Major media players (private and public); Editorial orientation and trend monitoring.

TALENT SCOUT & MANAGEMENT

*Rallying, passionate incubator nurturer, team building and management of multicultural and heterogeneous crew members on site; back office, experience in more than 25 countries
Career and image management; contract negotiation.*

LOBBYING

Solicit public and private institutions

STORYTELLING

Thrive to think outside the box on each project.

COMMUNICATION

Conception and development of communication media, promotion, PR, sales.

PRODUCTION COMPANY

★ **BLISS** ★
Digital, audiovisuel et au-delà !

PRESIDENT & PRODUCER, from 2015 www.blissprod.eu

Set up a brand content and documentary production company which delivered over 190 infotainment corporate programs, ads and documentaries for all medias and international market, Anytime Anywhere Any Device

EXPLORER

PRODUCER, 2010 - 2014

Entered in over 30 co-pro deals with US & French channels to produce Diego Bunuel's show Don't tell my mother, as well as headed the Executive Production of sports theme Manuel Herrero's shows and of David Walters' music travel shows from original soundtrack deals to mastering.
TV Host & Talent Reputation management and contract deals (FR, UK, US).

DOCUMENTARIES

Since 2010

Produced various investigation, travel shows and news magazines in 1 to 3 languages.

Delivered full reporting to French National Public Financing Ministry (CNC) and TV channels producers in the US or UK.

Managed a TV show host notoriety and contract deals in 2 languages and a team of journalists across the world from development to shooting and security issues.



"Bunuel, the transgressive dreams" - 52' (Ciné+, DVD UK, GER, FR) Financed, produced and managed the first documentary including all 12 Luis Bunuel's archive beneficiaries in 3 languages.

"Welcome to the worlds" 26' (Canal+/EDF) : Headed the shooting logistics in China with 2 world sport and Esport champions during the final of League of Legends, financed by combining a brand company and a French TV Channel tied up with common law broadcast issues

"Don't tell my mother" - 15x52' + 10x26' - Diego Bunuel (Season 3,4,5,6) C+ / Nat Geo
Produced & reported in 3 languages for National Geographic/Canal+, Diego Bunuel remote, hostile lands and war zone documentaries from South Pole to Pakistan, Somalia to Philippines etc. Headed all deals from financing to sales as well as all crew members and host security measures, technical and legal issues. Guaranteeing all deliverables in 3 languages

"Kumbh Mela, the World's Biggest Festival" - 48' Worldwide Prime Time Specials NatGeo / C+
Supervised the French/UK partnership deal to secure Canal+ commissioning, Headed French post production and guaranteed French deliverables

"The New Explorers C+" : Manuel Herrero (Sports) : 5x52', David Walters (Music) : 5x52'
Produced and Guaranteed travel shows from financing to deliverables. Managed newly appointed host and set up all music contract deals in 5 countries from US record deal to Africa music collaboration

"Boomerang" Behind Chocolate Bars and Mobile Phones : 2x90' Canal+ premium documentaries content (hot spot and multinational shooting). Headed the production and security of all journalists from China production plant to Eastern Congo mines, Brazilian Soy bean plantation, Ivory Coast cocoa plantation, Indonesian Palm Oil Industries.

"Coachs of Legends" - 90' Manuel Herrero (C+, worldwide sales), managed the financing (from presales to sales deals) with private financiers, public financing structures and national TV channel. Contacted and dealt all interviews and contracts with International New Zealand rugby coach and federation, Chinese national gymnastic coach and representatives, Spanish Football coach, French handball coach, Kenyan athletic coach and many more high profile coachs, secured archive deals and supervised all shootings and guaranteed deliverables for all formats

"Ukrainian Powder Keg: In the heart of the Crimea War" - 52' (C+ , Worldwide sales) Supervised the deployment of 3 crews of journalists and cameramen in real time during the Crimea Russian's take over in Abkhazia, Crimea with Tatars and in the Capital with extremist parties. Managed financing on a very short term basis and deliverables in less 3 weeks time to stick with the news. Managed a crisis situation of a crew member hold back by Russian soldiers

BRAND CONTENT

Since 2014

Content driven by brand strategic campaign, platform setup, tailor made editorial content developed for advertising & new media agencies.

Storytelling follow up with scriptwriters, journalists and copyrighters. Team management, production and post production set ups, online release and follow up on all digital media.

190 brand content films shot in Europe, Middle East and Canada delivered for international campaigns and major brands. From 100K€ to 600k€ budget range and 30% margin.



Engie « Harmony Project - Energy is at the heart of Human Progress » : 1x45'' et 1x20''
Publicis UK + web

Axa « Believe in You » - 6x2'30'' et 2x4'30'' - Publicis Worldwide 20Millions views Germany only – Shot in Canada

Seresto « The 8 month walk » : 8x3'30'' - CLM BBDO - 19 millions views, France only
<http://mon-animal-et-moi.fr> Eurobest Awards

Seat Arona « Arona tour » : 2x1'30'' - Canal Brand Factory

Seat Détours Saison 1 « Inspiration as destination » - 25x3'30'' - Canal+

Seat Détours Saison 2 « Innovative Explorations » - 13x7'30'' - Canal+ (Shot in Europe)
<http://detours.canalplus.fr>

M6 - Engie « Mon Projet+ In the path of professionals » - 71x3'30'' (Saison 1&2)
<http://monprojetplus.gdfsuez-pro.fr>

Nescafé « Welcome to the lands of coffee Mexico » - 2x12'-8x1'30'' - Publicis FR/Nordics
<http://www.nescafe.fr/welcome-to-the-coffee-lands>

Wilkinson « Shaved anywhere » - 3x3'30'' – JWT (Shot in UK, FR and Lebanon)
<https://m.youtube.com/user/wilkinsonfrance/feed>

Renault « Dans le siège Renault » - 10x5' + 10x1'30 + 10x10'' (Cinema, Canal+, Web)
<https://lesiege.renault.fr/>

PREVIOUS EXPERIENCES

ASSOCIATE PRODUCER

Back office and reporting for 3 different production companies
Shooting in the UK, Bulgaria, Romania, France, Israel, Greece, Italy, Spain

Berwick Street plc UK/ESP
2009

- "The Garden of Eden"- J.Irvin (£10 000 000)
- "O Jérusalem" - E.Chouraqui (£12 000 000) 2 versions -Nov 07 US release

Films 18 Ltd UK/ESP
2006 FR – 2007 US

- « Mine Haha » - J.Irvin (£8 000 000)
- « The moon and the stars » - J.Irvin (£7 000 000)
- « The Stone merchant » - R. Martinelli (£5 500 000)

**Creative Partners
International UK**
2004 to 2006

POST PRODUCTION SUPERVISOR

- At Medialab for Agency CLMBBDO
In charge of international budgets (Pepsi, Mars Food, Mercedes)

Medialab Technologies
2010 - 2011

- **Head of Film Departement** : 10 features 30 shorts
Budgeting to crew management, supervising all post production set ups and reporting to the producers and to the CNC.

Studio Sparx*
1998 - 2002

MANAGER & SPONSOR

ART 7 (Jordania)
2007

- **Head of Media & Sponsoring** : 30 daily shows during Ramadan -
Gathered 330K€ worth of presents offered during the show. Managed sponsor deals.

UTN1 (Iraqi Boyband)
2006

- **UK Manager** on behalf of an American Investor, grooming of a boys band, production of 3 title album with UK producers & Mastering in London– 3 month supervision and media management 450K£

EDUCATION

ENA (*Elite French Administration
College*)
2014 - 2015

Executive Master Degree on European Policy, Lobbying & Institutions
Mentored by JJ.Juncker

EFE
2013
DIXIT
2013

Comparative Law
French and Common law legal rights approach
Produce and Distribute New Medias

LA SORBONNE
2009 - 2010

Executive Master's degree business affairs and cultural policies (D2A)

LA FEMIS (*National Cinema School*)
1996 - 1998

Master Degree Script Supervisor, Visual Effects and Production

SCIENCES PO
1992 - 1996

Master Degree – Political Sciences
Specialised in Information and Communication
Thesis subject : Europe Facing American's challenge

BIRMINGHAM UNIVERSITY (UK)
1994 - 1995

Culture & Media Studies - Political Sciences degree