

# Krystal Jalene Thomas

Transforms chaos into collaboration & innovation

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Greater Los Angeles Area



## SUMMARY

Vision driven executive with a double decade track record of marrying pioneering brands with dynamic experiential marketing strategies that engage, entertain and deliver quantifiable business results. Trailblazing international brand builder in the technology, entertainment, consumer packaged goods and start-up sectors. Award winning episodic content creator and producer, with over a decade of television, digital and festival distributed work.

## EXPERIENCE

### Senior Lecturer

#### Haas School of Business, UC Berkeley

2010 - Ongoing Berkeley, CA

Berkeley-Haas School of Business is the #2 ranked undergraduate business school in the country.

- Develop, launch and teach 5 new marketing and communication courses taken by over 5000 Berkeley undergraduates.
- Create and deliver customized corporate training for Haas Executive Education Program.
- Negotiate client partnerships with UC Berkeley corporate partners & benefactors to create student consulting & work opportunities.

### Founder & Executive Producer

#### Pooka Ventures

2003 - Ongoing Orange County & Los Angeles, CA

Pooka Ventures is a branded entertainment and content development consultancy.

- Revised \$40M brand plan, marketing strategy and advertising campaigns for inaugural launch of WD (Western Digital) brand.
- Rebranded and revised programming strategy of PBS SoCal for private investment.
- Produced Disney-ABC-Disneyland Brand Integrations for Finding Nemo, Dancing with the Stars, Oprah Winfrey.
- Wrote and produced 10 independent shorts, films, tv pilots (scripted/unscripted) to festival distribution.

### Head of Brand & Strategic Marketing (US)

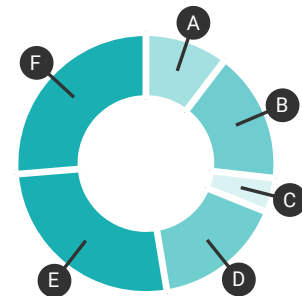
#### Assante (Formerly Assante US Sports & Entertainment)

2001 - 2003 Los Angeles, CA

Assante is a financial management firm for high net worth individuals. The US division managed clients in the sports & entertainment industry.

- Negotiated \$10M joint venture with Omnicom to launch and lead branded entertainment agency.
- Packaged 300 professional NFL, NBA, Olympic and MLB athletes with F100 branded entertainment campaigns.
- Developed and launched all corporate brand marketing, communication, advertising and PR strategies.

## HOW I CAN HELP



- A Organizational Vision, Strategy, & Culture Alignment
- B Executive Leadership & Problem Solving
- C Coach managers/executives in the making.
- D Content Development & Production
- E Brand Strategy & Marketing Execution
- F Internal & External Communication Strategy

## EDUCATION

### MFA, Motion Picture Producing

Peter Stark Producing Program, USC

### BS, Business Administration

Haas School of Business, UC Berkeley

## LANGUAGES

Spanish

Proficient



# EXPERIENCE

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## SVP, Managing Director

### Kabel New Media US

📅 2000 - 2001    📍 Orange County, CA

Kabel was a first generation digital marketing agency, and the US headquarters of European media giant KardstedtQuelle.

- Team generated \$3.5M in new business in first six weeks of launch.
- Produced digital launch of BMW Mini & digital rebrand/launch of Showtime and USA Networks.

# PROUDEST OF

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### Championing stories that encourage audiences to explore diverse viewpoints.

Regardless of format, I love telling stories that encourage real conversation and self exploration.



### Office Hours: How to Go from School to World Rule

Wrote a book (published by Sentia Publishing) adopted by University of California and Historically Black College & Universities First Year Experience (FYE) Programs to help students transition from school to first internship and job experiences.



### Empowering students to land their dream jobs.

300 branded entertainment students taught. 50 working in Branded Entertainment. 125 working in Marketing & Advertising. 25 working in Media.



### Being a United States Senate Page.

Still can't believe I went to high school in the top of the Library of Congress!

# HONORS

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### Board of Advisors: National Institute for Climate Change (NICE)

Advise on all brand, content development, and campaign initiatives for public education and awareness organization.



### "Haas Club Six"

Member of elite faculty team that scores mean teaching score of 6 on a 7 point scale every semester. Have taught 3500 students to date.



### The Root 100: Emerging Media Pioneers



### Producers Guild of America "One To Watch" Emerging Producer Award



### The International Accolades: TV Pilot Award of Excellence



### Writing Fellowships

Hedgebrook Writing Residency, TV Drama NATPE/Scrapps Networks, Unscripted TV PGA, Diversity Fellowship, Scripted TV



### Film & Television Festivals

NYTV /Fox Television Studios Festival  
Newport Beach Film Festival  
Orlando Film Festival  
Canadian International Women's Film Festival



### IBM Thought Leadership Institute for Business

Appointed by Sam Palmassano as a brand integration and strategic marketing expert.