

LISA HACKETT

SENIOR EXECUTIVE | MUSIC & MEDIA LICENSING

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As a senior entertainment executive with high-level leadership experience across programming, business affairs, creative, marketing and music and media licensing at the world's most premier networks and production companies, I achieve creative and business goals within the high-stakes, rapidly evolving entertainment landscape. With expertise in archival-based documentaries featuring iconic talent, I leverage my rich industry knowledge, powerful relationships with key decision-makers, and leadership skills to broker deals that mitigate risks and costs and bring short- and long-form productions to life.

EXPERTISE

**Music & Media Licensing | Rights & Clearances | Sync/Master Agreements | Composer Agreements | Deal Negotiation
Archival Agreements | Business & Legal Affairs | Risk Assessment & Mitigation | Operational Standards & Practices
Distribution & Promotional Rights | Contract Management | Intellectual Property | Strategic Planning | Team Leadership**

EXPERIENCE

VIACOMCBS / PARMOUNT – ‘THE DREW BARRYMORE SHOW’ (Seasons 2/3) | New York

CLEARANCE PRODUCER / SUPERVISOR / ARCHIVAL PRODUCER / MUSIC SUPERVISOR | 2021 – Present

- Head of rights and clearances for the half-hour daytime talk show produced in partnership with Big Ticket Pictures and CBS Media Ventures. Worked on seasons 2 (165 episodes) and 3 (330 episodes) airing through domestic and international syndication, Pluto TV, and Paramount+

VIACOMCBS / CREATURE FILMS – ‘BEHIND THE MUSIC’ | New York

MUSIC & MEDIA LICENSING EXECUTIVE | 2019 – 2021

- Recruited to lead music and media licensing for long-form documentaries on iconic musicians, including Madonna, The Notorious B.I.G., and Missy Elliott
- Acquired archival footage spanning 40 years to introduce popular Viacom Networks long-form shows to new audiences on Pluto TV (streaming service) and MTV Hits (subscription digital channel)
- Sourced and negotiated licensing terms and rights to high-profile content in close collaboration with record labels, movie studios, artist management, artist's attorneys, public relations representatives, photographers, magazines, archive vendors, book publishers, music libraries, and other partners
- Forecasted, created, and reported overall budget and cost projections directly to Viacom Network executives

BLACKBIRD PRESENTS | New York

MUSIC & MEDIA LICENSING EXECUTIVE | 2018 – 2019

- As company's first and sole Music and Media Licensing Executive, led full-scale process for three long-form music specials, *A&E Biography – Kenny Rogers / Merle Haggard / Willie Nelson Tribute Concert*
- Negotiated rights to acquire music and video assets, photography, live concert footage, news interviews, audiobooks and personal memorabilia spanning over 60 years of each artist's career
- Served as a key liaison to A&E Network's Legal Administration, Rights Management, and Standards and Practices, leading all discussions with network around orphaned content and risk assessments
- Worked with in-house GC and A&E's legal team to defend against infringement and avoid litigation
- Introduced foundational processes and protocols to standardize workflow and licensing terms
- Initiated and managed accounts with content suppliers, setting up new deals with all major stock music and stock footage libraries, networks and studios, photography agencies and independent photographers

ITV AMERICA | New York

DIRECTOR, RIGHTS & CLEARANCES | 2015 – 2018

- Spearheaded the Rights and Clearances department at the largest East Coast production company, overseeing 50 active series and productions annually for Netflix, A&E, Discovery, Bravo, NBC, E!, Freeform, MTV, VH1, BET, NFL, ESPN, HGTV, Food Network, Red Bull TV, and We TV
- Partnered with Finance and other internal departments to ensure timely, accurate deliverables and payments for shows including *Queer Eye*, *Girls Incarcerated*, *Real Housewives of New Jersey*, *ESPN 30 for 30*, and *Tiny House Nation*
- Established foundational processes for the department in addition to hiring and building a team from the ground up for the NYC office and two satellite locations in Maryland and LA

ITV AMERICA | *Continued*

- Championed licensing and rights for the company's first-ever documentary, *ESPN 30 for 30*, earning trust from the NFL and Washington Redskins to obtain rights to 30 years of football coverage, with the documentary ultimately helping the Redskins scab team win Superbowl rings 30 years later
- Negotiated all content agreements and rights while complying with UK's Ofcom guidelines

SUNSET LANE ENTERTAINMENT | New York

DEVELOPMENT & PRODUCTION EXECUTIVE | 2014 – 2015

Recruited by SVP of Production to facilitate the planning and execution of the first-ever YouTube Creators Summit, hosted by Sal Masekela and featuring Top 100 global YouTube Creators and celebrities including Snoop Dogg, Mark Ronson, Hannah Hart, Rhett & Link, John Green, David Blane and Susan Wojcicki

INDEPENDENT | New York

PRODUCTION & MARKETING CONSULTANT | 2008 – 2012

- Produced live and filmed projects for clients including Brainstorm, Inc., Production Line, and WWE
- Negotiated underlying rights clearances for 90-minute documentary, *When Pop Culture Saved America: A 9/11 Story*, airing on A&E and featuring 10 years of 9/11 footage and pop culture moments

NBCUNIVERSAL | Los Angeles

VICE PRESIDENT, MARKETING (MUN2) | 2006 – 2008

- Guided the rebrand and relaunch of the first bilingual channel owned by NBCUniversal and Telemundo, mun2 (now NBC Universo), with responsibility for overseeing both Marketing and Off-Air Creative
- Oversaw team of ten and worked closely with all divisions at NBCUniversal, including NBC Cable Affiliate Marketing, NBC Ad Sales, Universal Studio Marketing, Telemundo Research, and Digital
- Partnered with outside research firm, Look Look, on several research studies, to empower strategic decision-making about brand positioning and programming
- Led off-air creative print and OOH campaigns for upfronts in 2006, 2007, and 2008
- Devised multi-platform campaigns that increased distribution from 9M to 33M US households in two years
- Secured target viewership by locking strategic partnership with WWE to produce a large-scale live WWE Raw event at Venice Beach featuring Latin artists
- Ideated and executed sweepstakes for *The Ultimate Quinceañera*, doubling ratings and achieving *Ad Age* feature
- Developed and launched a voting initiative with Rosario Dawson's non-profit Voto Latino with high-profile talent Pitbull, Chingo Bling, and Nina Sky
- Served as NBC Marketing council representative tasked with collaborating on cross-channel strategies and creating campaigns that aligned with NBC's overall corporate strategy

MTV NETWORKS (VIACOM) | New York, NY

DIGITAL RIGHTS MANAGEMENT CONSULTANT | 2005 – 2006

- Recruited by General Counsel to make the Legal and Business Affairs team nimbler when responding to deal opportunities, building credibility across all Viacom networks including MTV, VH1, Nickelodeon, Spike, CMT, BET, and Comedy Central

SVP, INTL. CREATIVE | 2001 – 2003 / **VP, PROGRAMMING & OPERATIONS** | 1999 – 2001

- Directed creative and programming strategies for 80 MTV, VH1, and Nickelodeon channels and 38 websites outside the US, and partnered with domestic divisions to plan and execute global initiatives; Managed 30- person team based in NY, LA, London, and Japan, with responsibility for coordinating marketing, programming, talent and music, online/interactive, production management, and operations

VP, RIGHTS AND CLEARANCES, BUSINESS AND LEGAL AFFAIRS (BALA) | 1990 – 1999

- Reported directly to the EVP & General Counsel of BALA, a 250-person global team

E D U C A T I O N

BA, Communications (Radio, TV, Film) – Temple University | **CopyrightX** – Harvard University

A W A R D S & A F F I L I A T I O N S

Advisory Board Member, New York Women in Film & Television (NYWIFT)

National Association of Multi-Ethnicity in Communications Award, Third Place – *The Ultimate Quinceañera*, 2007

Marketing Tactics Award, National Association of Multi-ethnicity in Communications Award, First Place, 2007

Promax Award Gold, Voto Latino PSAs, 2007

Beacon Award, "Be Heard: A Global Forum with Colin Powell," 2002