



VCU Brandcenter Friday Forum

Nov. 12 / 11am – 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue

Matt Miller

President & CEO / Association of Independent Commercial Producers (AICP)



In his position as president and CEO of the AICP, Matt Miller presides over an organization whose members account for 80 to 85 percent of all nationally televised commercials in the United States. He is the spokesman for more than 270 production companies, which, along with another 200 affiliated firms, comprise the AICP membership.

The association has national offices in New York and Los Angeles, as well as regional offices across the country, and aids its members by disseminating information; negotiating labor agreements; developing industry standards; providing professional development; and marketing American production through the AICP Show, The Art & Technique of the American Commercial. Now in its 19th year, the AICP Show is an exhibit of the artistry and expertise of commercial filmmakers in the U.S.

Mr. Miller is a member of the board of directors of the Brandcenter at Virginia Commonwealth University. He also serves on the advisory board of the Association of Film Commissions International; is a trustee of the Directors Guild of America (DGA) Producer Pension and Health Funds; and serves as chairman of the DGA Commercials Qualifications Administration. He is additionally a director of Advertising Week, a director of the AICP Foundation, and a member of New York City Mayor Michael Bloomberg's Entertainment Industry Diversity Task Force. He is also a member of the American Society of Association Executives.

Prior to joining AICP, Mr. Miller was a director in the Member Services Department of the Association of National Advertisers (ANA). A native New Yorker, he and his wife Susan Hovdesven, a real estate agent, live in Southampton, NY with their daughters Samantha and Sydney.

Brian Carmody

Managing Partner & Co-Founder / SMUGGLER and SMUGGLER FILMS



Brian Carmody is a managing partner and co-founder of international production company SMUGGLER. It has offices in LA, New York and London. Since its inception 9 years ago, SMUGGLER has taken home a coveted Cannes Lions Grand Prix, a Palme d'Or, an Emmy, Several AICP's, D&AD pencils as well as Sundance, London, Berlin and Venice Film Festival Awards.

A native of Skibbereen in County Cork, Ireland, Brian came to the US in 1994, working with Propaganda/Satellite Films for 7 years. With that experience (and a fair amount of naivety) he took the next step to create a company that would continue in that tradition.

In March 2001, SMUGGLER was founded with a roster that included Brian Beletic, Ivan Zacharias, Neil Harris, David Frankham, Guy Shelmerdine and Adam Berg. This roster has since grown to represent a diverse and talented group of directors.

In 2009, SMUGGLER teamed with Oscar and Tony Award winning producer John Hart to form SMUGGLER FILMS, a home for creative talent, producing across all media in film, television and theater. Theatre content in development include the Broadway production of the 2007 Oscar winning musical *Once* and *The Kid Stays in the Picture* based on the memoirs of Hollywood legend Robert Evans.

Topic / Advertising Production: The Changing Landscape

Descriptor / Matt Miller offers insights into the evolving advertising landscape, and sits down for a one-on-one conversation with Brian Carmody to get a birds-eye view from one of the leading commercial producers in the business.