



OPPORTUNITY MONOGRAPH



**Chief Financial
Officer**

Wild Card- CFO

WILD CARD

Opportunity Monograph



WILD CARD- CFO

Vitals

Website

<http://www.wildcardav.com>

Social Media

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

[Vimeo](#)

Founded: 2007

HQ: Culver City, CA

Strategic Snapshot

Wild Card (W|C) is one of the most exciting and innovative entertainment and brand marketing companies in the U.S., and the headlines speak volumes about why this wildly creative firm is Hollywood-style hot, and growing fast:

- 13 Golden Trailer Award Nominations for W|C Campaigns (2018)
- W|C & 3AM Win 14 Clio Entertainment Awards (2017)
- *Fast Company* Names W|C unit 3AM to its 2018 List of *Top 10 Most Innovative Companies* in Marketing & Advertising

W|C works with some of the world's most iconic directors and producers, along with a Who's Who of entertainment industry talent.

Run by the husband/wife team of Nick Temple (founder) and Alison Temple (CEO), W|C's goal has been to create a culture and community of highly talented, creative people who love film, TV, music and advertising.

A side venture called 3AM was started four years ago with Ridley Scott to work with

filmmakers in earlier stages before their films go into production. 3AM was recently merged into W|C to expand its service offerings. This includes market expansion to include Games and global Brands in addition to Media & Entertainment.

W|C's team of innovative collaborators has a single shared goal: "We build and extend multiplatform worlds that turn audiences into engaged fans. At W|C, "dull" doesn't exist.

Key Stats/Facts & Highlights

- W|C works with some of the world's most iconic film makers including Jim Cameron, Ridley Scott, Steven Spielberg, Donald Glover, Steve McQueen and Clint Eastwood to name just a few
- Initially bootstrapped (not VC-backed) and profitable from the outset, W|C has always been the premium-priced, gold standard
- W|C has evolved from film and TV to serving clients in streaming media and games and is now engaged by global brands like Nike and Microsoft
- In addition to world-class creative, W|C now offers clients analytics-driven insights, but its core content creation, production and world-building are at the heart of next generation of marketing and branding

Position Title: Chief Financial Officer (CFO)

Position Location: Culver City, CA

Reports To: CEO

Compensation: Highly competitive base and incentive bonus compensation and benefits package.

Wild Card: Overview

The entertainment marketing space may be wildly competitive, but Wild Card (W|C) is running away from the pack with its innovative approaches, talent-rich staff and lengthy lineup of awards and industry recognition. Producers of films, TV/Streaming, video games (and more recently, big name brands) are literally beating a path to W|C's door to tap into the firm's expertise and cutting-edge tech – and also to be a part of its trend-setting culture.

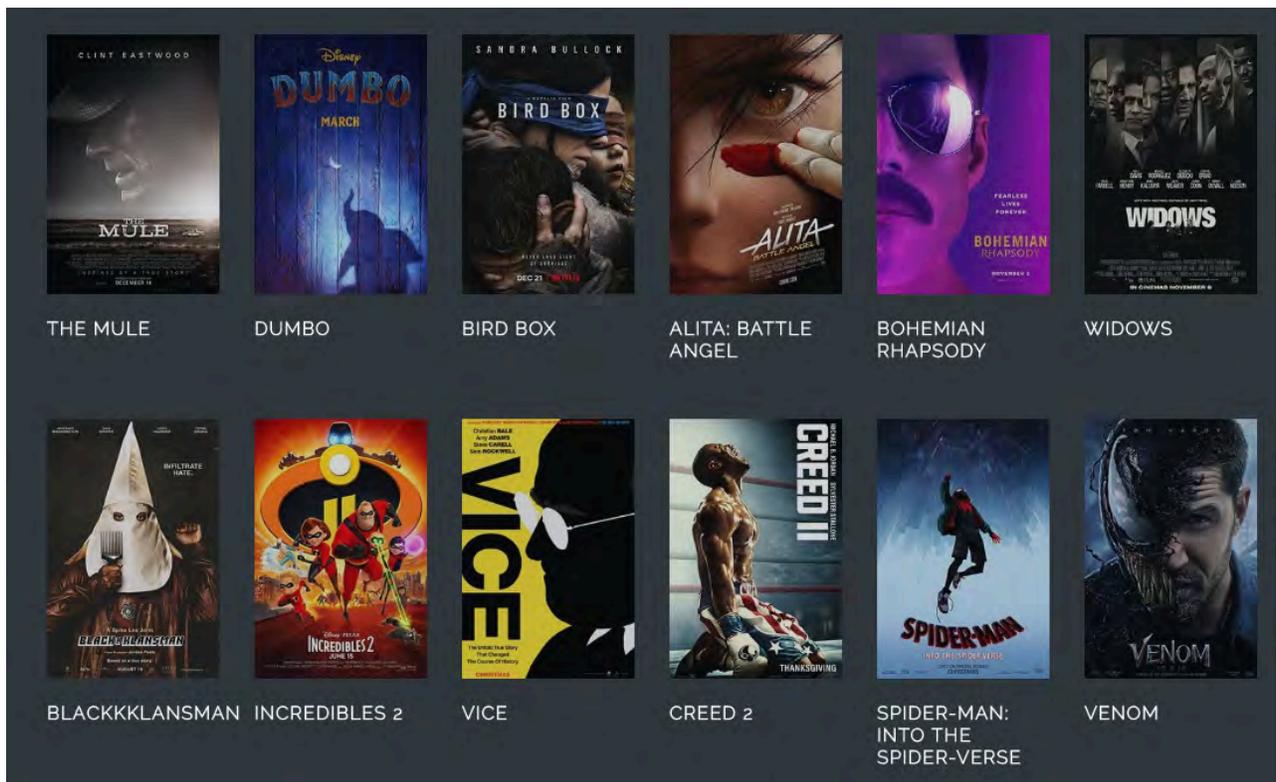


W|C creates content and experiences that entertain first and advertise second. Everything functions as an invitation for audiences to enter the world. No matter what door a viewer walks through, they are immediately on a chase to experience more and more. The worlds that W|C creates are as expansive as audience behavior dictates.

W|C is the hands-down favorite of top filmmakers. In fact, to say that W|C works with movie-making A-listers is an understatement. A few names? How about Ridley Scott, James Cameron, Spike Lee, Clint Eastwood and Steven Spielberg, to cite just a few.

Beyond movie trailers and spots, W|C works with filmmakers in the earliest stages of a potential film's life, W|C has formed an Insights Group that generates cutting edge, data-driven insights that help inform both business and creative decision-making.

These aligned service offerings enable W|C to be a part of the entire filmmaking process, from conception, through funding, production and ultimately release.



Pushing into Gaming and Brands

There's no resting at W|C, and the company has pushed way beyond producing trailers and campaigns, and is becoming a complete, end-to-end entertainment and brand marketing agency. The company is expanding into the gaming space and is working with major brands as well (the likes of Microsoft, Nike, Apple and others). W|C is currently working with a major gaming company to become that company's marketing partner, doing everything from creating a marketing playbook, the look, logos, copy lines and just about everything else. They're also working with the leading streaming companies (think Netflix, Amazon, Hulu and Apple).



Tour W|C's state-of-the-art facilities designed by world-class architect Eric Owen Moss.

W|C's Portfolio & Case Studies



Wild Card/3 AM's 2018 reel

We build and extend multiplatform worlds that turn audiences into engaged fans.

Worldbuilding is the most effective way to create and maintain an emotional connection with audiences — to make them believe.

"The Martian" Prologue Campaign Case Study

The Challenge: Mars movies have historically struggled at the box office. So how do you build excitement about a new entry into the genre in 2015?

"The World is Watching" To launch The Martian, we worked closely with legendary filmmaker Ridley Scott and 20th Century Fox to design a months-long original narrative that would tell the story of the mission from the public's point of view. Our goal was simple: Bring the world to life with the same cultural noise of the Cold War-era space race. Additionally, create an official continuity that could include brands, publishers, celebrities, and the audience.



“Alien: Covenant” - Campaign Case Study

OBJECTIVE: Create relevance for Alien Covenant, the sixth film in the Alien franchise.

STRATEGY: Build a targeted plan to creatively reach key audiences -- old fans, millennials, sci-fi fans."



Blade Runner 2049 “Nowhere to Run”

OBJECTIVE: Energize fan audiences around a story that had been dormant for 34 years.

STRATEGY: Create an anthology of digital shorts that bridged the mythology between the first film and its sequel, setting the events of Blade Runner 2049 into motion."

Filmed on set during *Blade Runner 2049*'s principal photography, a new short film “2048: Nowhere to Run” introduces us to an outlaw Replicant in hiding, played by Dave Bautista, who has to risk everything to save an innocent life.

Leadership @ W|C



Alison Temple, CEO

Alison brings a wide breadth of experience to the award-winning agency having pioneered a completely unique theatrical film marketing model at Fox’s Creative Content Department in Domestic Theatrical Marketing, where she was part of the core team to launch campaigns for mega-franchise properties such as *Planet of the Apes*, *X-Men*, and *Avatar*. She launched her entertainment career as Head of Production for the commercial production company Motion Blur, and then at Trailer Park as Executive Producer for the Production and Motion Graphics Division. Alison currently sits on the Board of Directors for LA’s Promise Fund, a nonprofit organization that prepares LA’s students for success in college, career, and life.



Onna Frye-Mahoney, COO

As COO, Onna Frye oversees all day-to-day aspects of production, operations and facilities at Wild Card. Having joined Wild Card in 2011, Onna has an intimate knowledge of the entire company, including Finance, Operations, Accounting, and Administration. She works closely with the owners on all aspects of the business, including designing and implementing effective business operations and establishing policies and procedures that promote the company’s overall culture and vision. Her vast knowledge of the industry and passion for the company help her lead Wild Card with insight and enthusiasm.



Nick Temple, Founder

Nick Temple is Founder and Creative Director of Wild Card, the award-winning entertainment marketing company that has cut and produced campaigns for films including *Bohemian Rhapsody*, *Jurassic World*, *Blade Runner 2049*, *Spider-Man: Homecoming*, *Alien: Covenant*, *War for the Planet of the Apes*, *Atomic Blonde*, *Girl on the Train*, and *Arrival*. At Wild Card, Nick has worked to bring together a culture and a community of highly talented, creative people who love film, music and advertising.



Tara Devoux, CMO

Tara DeVeaux joined Wild Card from BBDO New York, where she was CMO. She is an award-winning marketer with two decades of experience in entertainment and brand marketing. Tara started her career at Y&R and then DMB&B where she gained great discipline and experience in CPG with marketers like Kraft and P&G. She joined Oxygen television network in '99 where she was first Director of Audience Development and then Vice President of Interactive Promotions. In 2004, Tara moved to an interactive start up, pioneering wireless campaigns for *Vibe* and *Spin Magazine*, the Elvis Presley Estate and The Grammy's®. In 2005. She joined Spike Lee's agency, SpikeDDB, and then BBDO NY, where she led integrated teams in developing innovative programs—for HBO (including the pivotal 'Voyeur' and 'Imagine' campaigns), NBA on TNT, National Geographic Channel, J&J, American Red Cross and PepsiCo—that won over 200 creative awards including 19 Pencils and 13 Lions.

Position Description:

Chief Financial Officer (CFO)



Background and Insights About the Role

Wild Card's growth and market expansion have created the need to take accounting, finance, administration, legal and certain operational aspects of the business to the next level by bringing in a **Chief Financial Officer (CFO)**. The role reports to the CEO and will have material involvement with the owners. W|C has historically had a solid accounting, bookkeeping "controller" function, but now requires the strategic, forward-looking strategic business partner required to take the company on the path of its current trajectory and future vision. The role requires an encore performer from the CFO seat rather than a step-up candidate.

W|C's legacy/core business (trailers and movie marketing) is not terribly complex and the function had historically been more tactical and reflective of past performance and basic reporting of actuals vs. budget. The scope of W|C's business is however, evolving rapidly. Specifically, the company is embarking on 4 new revenue streams (streaming, gaming, insights and entertainment marketing consulting) which requires crisp, proactive, financial modeling and analysis of its revenue and overall business.

Further, the selected CFO will identify, monitor and rigorously interrogate and report on the right metrics and operational KPIs. To realize its vision, WC needs strategic financial planning, business intelligence/decision support and a thoughtful perspective on potential growth capita.. Company and departmental leadership will benefit greatly from a confident, creative financial business Partner who brings critical thinking and the muscle-memory and pattern matching that comes from diverse career experience and success.

The Accounting function and team of 3.5 has essentially been working fine for a 60-person creative shop. Things are operating smoothly and there are no major issues or fires that the new CFO will face coming in. That said, it should be thought of as building the Finance function from an almost blank canvas. You'll be a very sleeves-up contributor and leader from the outset, managing a small in-house team and interfacing with [CBIZ](#), the retained Management firm that has enjoyed a longstanding relationship with W|C and its owners, while developing the operating and staffing plan and budget. Your ability to build and own a detailed 2-3 year projection model will serve as the cornerstone of your planning meetings with the Principals.

W|C will select a CFO who will join the executive team and be responsible for all of the financial activities and relationships of the company, including building/leading the finance and accounting organization. The CFO will help guide W|C through accelerated growth, enhanced profitability and operational excellence bringing the best practices, metrics and a dashboard providing management greater visibility into the financial performance and operational issues.

Wild Card CFO's charter:

- **Management and overall leadership** of finance and accounting organization, the CFO will build a bulletproof, auditable accounting & finance function.
- **Business Analysis & Operational Effectiveness:** beginning with analysis of pricing and current contracts, a complete end to end analysis of utilization, realization and optimization of W|C's human capital on productions, projects and R&D yielding the critical business metrics and KPIs to be featured on dashboards and reporting for leadership.
- **Financial Planning & Analysis,** modeling, forecasting and strategic financial planning (including maintaining a 3-year financial plan)
- **Financial Communication & Reporting:** Be the professional voice for ownership, leadership and key partners (CBIZ) delivering crisp, proactive financial communication. Deliver financial presentations to internal and external constituencies
- **Financial Audit:** Work with ownership on the selection of CPA/Audit firm for future financial reporting and tax planning. Preparation and reconciliation of financial statements, detailed budgets, reports, analyses and projections as well as regular sharing of financial data.
- **Decision Support** as a primary advisor to the CEO & COO while owning all external financial relations, especially the entertainment industry Partner from Financial Management firm, CBIZ
- **Sales & Transaction Support:** partner with management and business development in the analysis as well as discovery and due diligence across key accounts, deals, productions, partnerships, revenue shares and potentially future M&A
- Assess current **systems, processes and internal controls.** Implement just the right systems, best practices and programs--at the right time to enable the company to scale
- Focus on the company's overall cash management, forecasting, risk management and liquidity
- Partner with new HR leader to analyze and benchmark compensation policies and develop and deploy long-term incentive and retention programs.

Characteristics that Wild Card seeks in its CFO:

- **Well-rounded, Operational CFO** who can own the full spectrum of finance department functions and get deep into the deals and transactions; career profile emphasizing FP&A (vs. Controller-type) with extensive operating experience
- Background in companies with **professional services** business models (ideally out of Media/Entertainment/Ad Agency) but more importantly a diverse set of experiences and a proven "quick study" when it comes to business models and transactional structures
- **Polished, Confident Communicator** with the presence, gravitas and sophistication to partner with leadership and interface with key external partners, clients and vendors
- Experience w/ companies that have gone through **growth and achieved profitable scale** on a firm financial footing;
- Brings the startup ethos, work ethic and passion while able to be a nuanced **change agent** who is a master of **just the right amount of process** at the right time so as to enable growth without creating additional overhead
- Ideally **raised growth capital** but definitely managed banking and related relationships with various types of financial institutions
- **Academic and career pedigree** ideally out of top MBA school and an alumnus of world-class, innovative employers

Personality Traits – The Cultural Fit

- **Credible:** Brings gravitas and embodies the highest standards of integrity, honesty and judgment.
- **Approachable:** Not overly intense; no sharp edges and not rigid. You are a person that employees at all levels will feel comfortable coming to with their HR issues and questions; with a nurturing and coaching style; Balance between high IQ and EQ, gifted listener
- **Smart, Curious & Nimble:** High IQ and a proven “quick study” who has adapted quickly to changing technologies, models and market dynamics;
- **Confident, Polished Communicator:** Poised, outstanding written and verbal communication skills and the confidence and backbone to partner with and influence leadership while getting own teams as well as other departments to confide in and trust them; Crisp presenter who makes the data-driven business case and keeps it brief!
- **Highly Collaborative Team Player:** at W|C some of the world’s most accomplished and creative leave their egos at the door... able to work with teams and is strong on follow-through.
- **Decisive and Analytical;** able to drive critical-path decisions, prioritize and resource projects and programs that will ensure success; adept at collecting and using data to improve operations and make better decisions. Comfortable with analytical tools and techniques.
- Knowledge of and Love for the **Entertainment Space**
- **A great Sense of Humor!**

#####