

Sherri G. Sneed

With nearly twenty-five years of entertainment experience, Sherri G. Sneed has contributed her time, multiple talents, knowledge, hard work, and proven track record as a producer of content across most mass media markets including; Cable Television, Live Broadcast Television, Feature Films, the Recording Industry, Stage Theatre, Digital Entertainment, Special Events and Mobile Applications.

Ms. Sneed has an impressive list of personal celebrity relationships, direct contact with industry executives and is well respected in the entertainment community for her contributions to multiple successful projects. She is known most notably for her ability to present creative solutions and think outside the box while rolling up her sleeves to help complete the task at hand.

As a **Special Events, Award Show & Multimedia Producer** Sherri has been responsible for concept development, branding, marketing, sponsorship management, celebrity participation, entertainment, production and multimedia for numerous annual events including; *EBONY Magazine's Pre-Oscar Celebrations*, *EBONY Magazine's Outstanding Women in Marketing & Communications Luncheons*, *The Pan African Film Festival*, *The National Council Of Negro Woman Black Family Reunion Awards Dinner*, *Sphatika International's Product Launch Tour*, and *An Evening of Fine Art & Design Charity Auction*

As a **Production and Development Executive**, Sherri's impressive profile includes being President of NetNoir.com Entertainment where she was responsible for original programming, content syndication, and strategic alliances. Ms. Sneed successfully launched the sites inaugural film, television and music channels with compelling text, graphics and streaming video content. Sherri also worked with the sales and marketing departments to attract entertainment based promotional campaigns to advertise on the site. Before joining NetNoir, Sneed was President of *Magic Johnson Entertainment*, a multimedia company comprised of film, television, publishing and animation divisions. She was instrumental in the creation of Magic Johnson's "*Magic Media*" brand, a joint venture with Blackboard Entertainment, created to produce content for the Public Schools System. Previously Sherri was Vice President of Development for *Tim Reid Productions*, Vice President of Production at *United Image Entertainment* and Director of Business Affairs for John Singleton's *New Deal Productions* with *Columbia Pictures*.

Sherri's **Feature Film** credits range from Production Coordinator to Co-Producer on; "*Jungle Fever*" and "*Malcolm X*" with Spike Lee, "*Poetic Justice*" and "*Higher Learning*" with John Singleton, and three films; "*Out of Sync*", "*Once Upon A Time...When We Were Colored*" and "*Spirit Lost*" with venture partners Tim Reid and Bob Johnson for BET Films & BET Pictures.

Sneed's **Television** experience is diverse in content; as a Live Segment Producer for *ABC-TV's season 7 of "The View"* with Barbara Walters, Meredith Viera, Star Jones, Joy Behar & Elizabeth Hasselbeck; Production Consultant on the first season of "*Martin*" for HBO Independent Productions; and Producer of several TV specials for Lifetime Medical Television's program "*Doctors Sundays*" such as "*Osteoarthritis in 3D*", "*Grand Rounds in Rheumatology*" and "*HIV Doctors Update*".

Sneed's **Staged Theater** work consists of self-financing and Producing the play, "*Langston Hughes...A Walk Through Time*" featuring Clifton Powell at the Harmon Theater in Los Angeles, as well as creating and editing a multimedia video montage about Hurricane Katrina for "*Storm Stories*" at the Billie Holiday Theater in Brooklyn. Sherri also wrote & produced the documentary "*Back On The Block*" about the reunion of fifty childhood friends growing up together in Brooklyn, New York. Sherri modeled her producing career following in her father's footsteps (Sherman Sneed, Manager/Producer with Harry Belafonte & Lena Horne), but took his poignant show business advice that the "business" side was just as important as the "show".

Prior to an entertainment career, Sneed was a **Wall Street** executive and former member of the New York Stock Exchange and National Association of Securities Dealer with a Series 7 License for over eight years. Sherri was a Financial Consultant with *Merrill Lynch* and Vice President of the Mutual Funds Department with *Philips Appel & Walden, Inc.* where she managed over \$400 million in client assets.

Active in her **Community** and generous with her time & talent, Sherri has served on; The Board of Trustees Women In Film Foundation, NAACP Image Awards Nominating Committee, 2B4KIDS Foundation, Jack & Jill of America, First AME Church, Bone Marrow Registration Drive, Sterling Street Block Association, Prospect Lefferts Garden Neighborhood Association, & 96 Magnolia Showhouse: Where Wellness Lives. Sherri has devoted her life to producing quality projects, being of service, sharing a smile, and leaving a positive footprint on earth!

Sherri is a universe of energy unto herself. Where you see just an idea, she sees unlimited potential and translates that potential into creative opportunities. Working with Sherri is like riding on a magic carpet of possibilities. Combining tenacity, humor, insight, and years of experience (and contacts!) in the worlds of finance, business, and entertainment, she is an invaluable asset to any project!