

Michael Prini

Television + Digital Executive

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Summary

Award winning television and digital producer, strategizes the creation of engaging and entertaining content across all platforms. Expert in production financing, licensing, marketing and content distribution. Established relationships with broadcasters worldwide.

Member of the Academy of Canadian Cinema and Television, Women in Film and Television. Winner of television and digital awards in Canada and US.

Speaks English, French, Italian. Holds Canadian and European citizenship.

Experience

President/Executive Producer

1997 - Present

Award winning creator and producer of over 250 hours of factual entertainment and lifestyle content across linear and digital platforms. Experienced leader versed in production financing, co-production, licensing, marketing, distribution, network relations, legal and governmental affairs. Established relationships with broadcasters worldwide.

Television Credits Include:

- Sarah's Rental Cottage: updates a timeworn, retro cottage with renters in mind.
- Critical Listing: squeezes top dollar from your current home to buy a new one.
- Real Potential: sees past the imperfect to find and create the home of your dreams.
- Sarah 101: insider, step-by-step design for any room from Sarah Richardson to you.
- Sarah's House: the nail-biting purchase, renovation and value increase for any type of home.
- Sarah's Cottage: navigates a major cottage rebuild in the middle of a huge lake.
- Dirty Business: the quirky and chaotic world of award winning landscape design.
- Design Inc.: the ups, downs and sideways of a hip interior design firm.
- Savoir Faire: makes every day entertaining with easy and creative ideas.
- Room Service: inspires with interiors that work for now and forever.
- Primevista Specials: marks any occasion with unique, practical and fun ideas.

Digital Credits Include:

- Dirty Business and Savoir Faire digital channels.

- Design Inc. website: www.designinc.ca
- Room Service website: www.roomservice.ca (Gemini Award winner)
- Savoir Faire website: www.savoirfaire.ca (Gemini Award winner)
- The Good Host: www.thegoodhost.com (Summit Award winner)

Screening copies of all shows available on request.

Journalist/Producer

1989 - 1997 (9 years)

News producer and writer for flagship network newscast, Devise and pinpoint editorial and visual direction with reporters around the world. Split second decision-making and coordination in a high pressure, evolving environment. Creator and producer of pilots for network news division.

Freelance Journalist

1985 - 1991 (7 years)

Writer with CBC and CTV National newscasts, and syndication producer for network affiliates. Feature writer with noted magazines Toronto Life, Canadian Business, Atlantic Insight plus daily newspapers and journals across Canada and USA. Corporate video and print producer.

Anchor/Reporter/Producer Public Affairs

1984 - 1987 (4 years)

Television and radio anchor. Noted journalist, covering politics and news events of local, regional and national significance. Producer and host of top-rated public affairs programming. Editorial contributor to national and international news organizations.

Education

University of Toronto

Search Engine Marketing, School of Continuing Studies, 2016

University of Toronto

Foundations of Digital Marketing Management, 2016

University of Toronto

Social Media Strategy, School of Continuing Studies, 2016

Ryerson University

Business of Television Production, 1991

Algonquin College of Applied Arts and Technology

Screenwriting, 1987

University of New Brunswick

Conversational French, 1984

Fanshawe College

Broadcast Journalism, 1980

Honors and Awards

Canadian Screen/Gemini Awards, Golden Sheaf Awards, Summit Creative Award, Galaxi Award

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[Contact Michael on LinkedIn](#)