

KILE OZIER

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"Kile, do you have any idea how rare it is to find someone with your combination of Strategic and Creative...?"

Margaret Youngblood
Executive Creative Director
Landor – San Francisco

"You have articulated our message so clearly and connected with our audience so profoundly that I can imagine no one else who could represent this institution as well."

John B. Ford
Senior VP for Development
Stanford University

With over 25 years' background in corporate communications, journalism, political campaigns, theatre and spectacle, Ozier is renowned as a powerful storyteller; through experience, electronic media and print. His unsurpassed ability to create language that represents the persona of the client and connects the desired message to the target market has proven uniquely effective and resonant; resulting in successive, landmark achievement in creating new business, evolving brand loyalty and, in the context of non-profit campaign work, raised several billions of dollars in record time. He manages to find a powerful emotional connection for the message, irrespective of the product, client or magnitude of market.

Whatever might be the envisioned, motivational outcome, he is able to position the story to most effectively realize the inherent potential. Whether through his writing, film or theatrical presentations, Ozier accomplishes his compelling work through evolved storytelling techniques. His methodological seminars are unfailingly well-attended and given the highest of attendee review and rating.

Professional Experience - Highlights

Role: Articulate Vision, Build Team, Develop Concept and Strategy, Direct & Produce

"Destination/Inspiration" As foundational centerpiece for initial marketing campaign, wrote and created a set of three films for the Thousand Oaks (California) Alliance for the Arts. One Historical, one Factual, one Emotional; the three films are designed to work in myriad combinations and contexts, including web and podcast. At the premiere, much weeping was elicited.

Opening and Closing Ceremonies, Gay Games VII, July 15 – 22, 2006. Creative Director and Director. 11,000 athletes, 1300 performers, four choreographers, original music, tribute film, spectacular full-field lighting effect: a complete, three-hour theatrical spectacle experience incorporating storytelling and messaging through music, dance and the spoken word.

GMAC – Graduate Management Admission Council, Reston, VA. June 2005 and June 2006. Re-branding of Annual Meeting and Conference. Two-year program to redefine persona of the organization and reinvigorate the experience of the Event.

Babson College, Wellesley, MA. Creation of intimate Media Experience for Capital Campaign; articulation of mission, reconnection to institution.

Harvard Law School "Setting the Standard" Campaign. Winter/Spring 2003. Creation, Direction and Production of Experience to launch \$500 million campaign for law school endowment.

Stanford University Campaign for Undergraduate Education. 2000-2002. 12-City tour of Immersive visual/aural program; goal of "creating national network of alumni, reconnected to the University. Budget \$12 million. Raised \$1 Billion.

Universal Studios Florida: Creative Director. Live Entertainment Productions and Special Projects, 1996.

Opening and Closing Ceremonies, Gay Games IV. Yankee Stadium. 1994. 12,000 athletes, 57,000 spectators. Director, Producer, Writer.

Lincoln Memorial. Candlelight March and Ceremony for The NAMES Project **AIDS Memorial Quilt.** 1992. Featured: Liza Minnelli, Joel Grey, Patti Austin. Audience of 250,000.

Stanford University National Centennial Tour. 1987-1990. Full-scale, original musical productions. Creative Director, Director and Producer.

Role: Articulate Vision, Build Team, Develop Concept, Produce

For the Mayors of San Francisco: Inaugural Ceremonies (Dianne Feinstein-1984, Art Agnos-1988), **Fleet Week** ('87, '88, '89, '90 – cited by U.S. Department of Navy for “Best Event of 1989”), **State Visits** (Greek Patriarch – 1990, President Aquino of Philippines – 1987, President Mitterand of France – 1984, Premier Zschao, Peoples Republic of China – 1984) **Ceremony** Anniversary of United Nations Charter – 1985, **Super Bowl** Civic Extravaganza- 1985, **Democratic National Convention** – 1984).

Role: Articulate Vision, Build Team, Develop Concept

EPCOT, Orlando FL. Producing Creative Director for Xerox Pavilion at **Innoventions**, 1999.

Universal Studios. Concept Development Team for 2nd Gate, Hollywood. 1995. Consulting Project Director. Writing collaboration for early Live and Stunt shows for **Universal’s Islands of Adventure**, Orlando. 1995.

Times Square 2000. Creative Consultant

Virgin Ltd. (UK). Conduct viability study and develop concept for Urban Entertainment Center. 1993. Consultant.

Relevant Background Positions

“Beach Blanket Babylon Goes to the Stars” San Francisco. Writer/collaborator. 1982

Levi Strauss & Co. 1979-1981. Import Coordinator/Asia-Pacific.

San Francisco Chamber of Commerce. 1981-1982. Director of Publications.

Pacific Telesis (Pacific Bell). 1983-1984. Staff Writer.

President Ford Campaign. National Youth Director. 1976. We lost.

US Department of State. United States Youth Council. Produced and managed activities in Eastern U.S. and Western Europe.

COMMUNITY

FOUNDING CHAIR/PRESIDENT

FRIENDS OF OSCAR/ACADEMY OF FRIENDS San Francisco, CA.

Founded organization in 1980, served as Chair for ten years. Organization has raised millions of dollars in support of AIDS direct-care agencies. Retired from Chair and Board in 1990. Agency continues to grow, successfully.

LEVI STRAUSS & CO. HOME OFFICE COMMUNITY INVOLVEMENT TEAM. Initiated monthly fundraising projects for San Francisco employees to benefit specific needs of local charitable agencies. 1979-1981.

SPECIAL PROJECTS and AWARDS

BRONZE MEDAL – Physique. **Gay Games VII, Chicago, July 15 – 22, 2006**

KILE OZIER DAY – San Francisco. March 23, 2000 declared “Kile Ozier Day” in San Francisco by Mayor Willie Brown “...to recognize and honor [his] creative vision...” and the over \$3 million raised by Academy of Friends.

INTERNATIONAL FEDERATION OF GAY GAMES. Directed Creation of **Guidelines for Protocol and Ceremonies** comprehensive document at behest of The Federation. Unanimously ratified by Federation at 1999 Annual Meeting (Berlin).

OTHER BOARDS OF DIRECTORS

THEMED ENTERTAINMENT ASSOCIATION Board of Directors
Northeast Chapter, 1998-2008.

AIDS MEMORIAL GROVE IN GOLDEN GATE PARK, San Francisco, CA.
1993-1994.

LOS ANGELES SHANTI FOUNDATION, Los Angeles, CA.
October 1993 – March 1994. **Vice-Chair**.

EDUCATION

GEORGETOWN UNIVERSITY, Washington, DC.
B.S. in Foreign Service -- School of Foreign Service.

WESTERN EUROPEAN STUDIES CENTER OF OREGON STATE UNIVERSITY AT
PAVIA, ITALY
Sophomore Year. (Parlo l'Italiano)

CHAPMAN COLLEGE, Orange, CA and WORLD CAMPUS AFLOAT, Semester at Sea
Freshman Year.

RECENT & CURRENT LECTURES AND SEMINARS

Ozier has developed and occasionally teaches unique methodologies for Emotional Connection through Experience, applicable across a spectrum of industries.

Exploration of Assumption
Comfortable Disorientation
Liberation of Preconception
Successive Revelation
Subliminal Engagement

Below are some of the more recent forums for such presentations:

“Creating Compelling Experiences of Persuasion” – 55-minute telephone seminar presented by the **Network for Good**.
November 27, 2007. Attended by 350, with an average stay of 50 minutes. Full audio and slides available for
download at: <http://www.fundraising123.org/article/creating-compelling-experiences-persuasion>

“Zen and the Art of Emotional Space” – Presentation to The Experience Architecture Forum at Harvard University.
August 2007. [Asked to return, in 2008, with expanded scope.]

“Methodologies for Making Profound Emotional Connection through Creation of Experience” – September 13, 2007
Orchestra Hall, Minneapolis, MN. <http://guest.cvent.com/EVENTS/Info/Summary.aspx?i=7945b129-b560-46df-aeea-68c260cb1fb5>

“Profound Emotional Connection through Creation of Experience” – The Special Event, Los Angeles, January 2007.
Fifth in a series of presentations, evolving and expanding annually, in this forum.
Returning in January, 2008, with...

“Experience and Messaging SVU: Case Studies and Practical Workshop in Making the Emotional Connection
and Obtaining Results. The Special Event, Atlanta, January 2008
<http://thespecialeventshow.com/specialevent2008/public/SessionDetails.aspx?SessionID=487>