

SALLI FRATTINI**SUNSET LANE ENTERTAINMENT LLC, Executive Producer, est. October 2008 – 2018****MTV NETWORKS, 1988 – 2007 Executive Producer Music Specials & Event, SVP Executive in Charge of Production****GLOBAL PEOPLES SUMMIT, Consulting Producer** **SEPT. 2018**
7.5 hours of Live Streamed on YouTube Global Conference, 29 remotes, hosted from NY Studio**BritBox/ITV, The Royal Wedding Breakfast** **MAY 2018**
Executive Producer, NY coverage of the ITV UK Live Stream and Remote**DEADLIEST CATCH; THE BAIT LIVE Specials, Discovery Network** **APRIL 2018**
Executive Producer/Show-runner for (2) Live to tape specials for Discovery Networks. Ratings increased and lead in for season premiers.**GOLD RUSH LIVE, Discovery Network** **FEB. 2018**
Executive Producer for LIVE special to kick off season premiere of Gold Rush Series**PROJECT UPGRADE starring YouTube's, Merrell Twins** **MAY 2017**
YouTube/Google Web Series, produced with Wayfarer Entertainment to encourage young girls interest in STEM. 6 Episodes**MEREDITH PUBLISHING– Development of TV shows for BH&G, Shape Magazine and Parents Magazine.** **SEPT. 2017****CW-TV, MY LAST DAYS** **AUG. 2016**
Producer for (3) 1-hr specials hosted & directed by Justin Baldoni. Executive Produced by Wayfarer Entertainment.**HARMONIES FOR HEALING: UNDER THE STREETLAMP** **JUNE 2016**
Executive Producer - A new singing competition docu-series for Connecticut Public Broadcasting Network (CPBN). Airdate 2017**YOUTUBE CREATOR SUMMIT 2016** **MAY 2016**
Executive Producer – A summit bringing together 140 of YouTube's top creators for a full day of events, celebrity talks, and entertainment.**USAA BIG AIR EVENT AT FENWAY PARK, NBC SPORTS** **FEB. 2016**
Consulting Music Producer – Produced sports/music performance segment with American Authors for the Polartec Big Air event live streamed and broadcast on NBC Sports Network.**AMAZON PRIME'S "MAN IN THE HIGH CASTLE" LIVE FROM COMIC-COM** **JULY 2015**
Executive Producer – Live Stream on EW.com of Sneak Peak event in San Diego.

COLLEGEHUMOR'S COMEDY MUSIC HALL OF FAME presented by IFC**JUNE 2015**

Executive Producer – A new special from CollegeHumor honoring the best in comedy music, hosted by Paul F. Tompkins and featuring special guests and musical artists. Airing on IFC on June 19.

VH-1 LOVE & HIP HOP LIVE: THE WEDDING**MAY 2015**

Consulting Producer for Eastern TV – The celebrity-studded live event featuring the wedding ceremony of Love & Hip-Hop New York's favorite couple. Hosted by Nina Parker and airing Memorial Day on VH1.

YOUTUBE CREATOR SUMMIT 2015**APR 2015**

Executive Producer – A summit bringing together 100 of YouTube's top creators for a full day of events, celebrity talks, and other special guests. Shot for archive.

TNT'S STATE FARM NEIGHBORHOOD SESSIONS with JENNIFER LOPEZ**JUN 2014**

Consulting Producer for Translation LLC - The first ever State Farm Neighborhood Sessions at Orchard Beach in the Bronx with Jennifer Lopez. The free event featured 'Good Neighbor' profile stories to build a 60-minute television special on TNT.

YOUTUBE ONSTAGE LIVE FROM THE KENNEDY CENTER**MAY 2014**

Executive Producer - A free YouTube event which was live streaming from the Opera House at the Kennedy Center in Washington D.C. Performers included headliner and Grammy Award-winner John Legend with YouTube sensations Mike Relm, Playing For Change, Scott Bradlee and Post Modern Jukebox, Les Twins, and Lindsey Stirling.

ABC LADY GAGA & THE MUPPETS' HOLIDAY SPECTACULAR**NOV 2013**

Executive Producer - Lady Gaga & the Muppets' Holiday Spectacular which aired Thanksgiving Day, 2013 on ABC at 9:30pm EST featured performances and appearances from Elton John, Joseph Gordon-Levitt, RuPaul, Kristen Bell, and many fan favorite Muppets including Miss Piggy, Kermit, Gonzo, and Animal.

YOUTUBE MUSIC AWARDS**NOV 2013**

Executive Producer - The first ever YouTube Music Awards streamed live on YouTube in early November acknowledging artists acclaimed by YouTube viewers and performers. Performances included Arcade Fire, Eminem, Lady Gaga, MIA, Avicii, Lindsey Stirling, CDZA, Earl Sweatshirt, Tyler The Creator, and Walk Off The Earth.

THE RADIO DISNEY MUSIC AWARDS**APR 2013**

Executive Producer - The 2013 Radio Disney Music Awards were held on April 27 at the Nokia Theatre L.A. airing live across multiple platforms, including Vevo, Disney Channel, Radio Disney, and the RadioDisney.com and Disney.com websites. Performers included Selena Gomez, Cody Simpson, Austin Mahone, Bridgit Mendler, and more.

DEW TOUR with ALLI SPORTS AND NBC**AUG, OCT, and DEC 2013**

Music & Lifestyle Production Consultant - The popular Dew Tour with Alli Sports and NBC Sports Network is an action sports and lifestyle festival in Ocean City, MD, San Francisco, CA and Breckenridge, CO. Performers included Krewella, New Politics, and Talib Kweli.

BLACK GIRLS ROCK 2012 - BET
OCT 2012

Executive Producer - Black Girls Rock is a monumental entertainment special highlighting the accomplishments of exceptional women of color who have made outstanding contributions. Hosted by Tracee Ellis Ross and Regina King. Performers and honorees included Alicia Keys, Kerry Washington, Janelle Monae, and Missy Elliott.

THE 9TH ANNUAL STYLE AWARDS
SEPT 2012

Executive Producer - The 9th Annual Style Awards for The Style Network and PMC at Lincoln Center were broadcast prime time on NBC's Style Network on Thursday, September 13.

DEW TOUR with ALLI SPORTS AND NBC
AUG, OCT, and DEC 2012

Music & Lifestyle Production Consultant - Performers this year included Macklemore & Ryan Lewis and Lil Wayne.

ROBIN HOOD FOUNDATION BENEFIT
MAY 2012

Line Producer - The Robin Hood Foundation Benefit is a major NYC charity event that draws 4,000 guests and raises over \$45 million for charity. Rihanna headlined the 2012 Robin Hood Foundation Benefit.

NICKELODEON KIDS' CHOICE AWARDS 2012 ORANGE CARPET SPECIAL
MAR 2012

Executive Producer - The massive Orange Carpet at USC's Galen Center for the 2012 Nickelodeon Kids Choice Awards was a 60-minute live show aired on Nick.com/KCA and was hosted by Daniella Monet, Zach Sang, and Jeff Sutphen.

MTV IGGY'S BEST NEW BAND
DEC 2011

Executive Producer - A multi-location concert that unfolded in New York City's Best Buy Theater, the MTV Studio and on MTV's giant HD screen in Times Square. Hosted by a star cast of MTV personalities - including Matt Pinfield, Sway, and SuChin Pak - the concert was also streamed live on MTVIggy.com. Included the American debut of Korean pop band phenomenon 2NE1.

BLACK GIRLS ROCK 2011 - BET
NOV 2011

Executive Producer - Black Girls Rock was a 2-hour special that aired on November 6th with (6) Performances, (5) Honorees and hosts Tracee Ellis Ross and Regina King.

THE 15TH ANNUAL WEBBY AWARDS
JUN 2011

Executive Producer - Sunset Lane Entertainment Executive Produced the creative content for live stream on webbyawards.com and Facebook.

NICKELODEON KIDS' CHOICE AWARDS 2011 ORANGE CARPET SPECIAL
APR 2011

Executive Producer - Live, On-Air, and on Nick.com, an Orange Carpet Pre-Show celebrity event. Sunset Lane Entertainment also provided live backstage coverage during the main show.

YOUTUBE PLAY: A BIENNIAL OF CREATIVE VIDEO
OCT 2010

Executive Producer - A Biennial of Creative Genius between Guggenheim Museum and Google/YouTube where 20 top artists from around the world were selected to showcase their digital work at the Guggenheim. Live stream on youtube.com/play

**BLACK GIRLS ROCK 2010 - BET
2012**
OCT 2010 -

Executive Producer - A 2-hour entertainment special that aired on November 7th with performances by Missy Elliott, Monica, Jill Scott, Keri Hilson, and more. Hosted by Nia Long.

THE 14TH ANNUAL WEBBY AWARDS' WEBBY CHANNEL
JUN 2010

Executive Producer - Produced the YouTube Channel for 14th Annual Webby Awards.

BET'S SOS SAVING OURSELVES: HELP FOR HAITI
FEB 2010

Executive Producer - BET Network hosted a nationally televised concert and celebrity telethon aimed at raising donations for several organizations that provided immediate relief in Haiti. The two hour live telecast concert was held at the American Airlines Arena in Miami, Florida.

YOUTUBE LIVE
NOV 2008

Executive Producer - The first live-streamed entertainment event with YouTube. This show celebrated mainstream performers like Katy Perry and will.i.am along with YouTube celebrities.

NYC & COMPANY FIRST ANNUAL NYC HARBOR DAY
APR - SEPT 2009

Executive Producer - An event for NYC & Company for NY400 and Harbor Day Awareness of Parks and Waterways of NY. www.NYCgo/harborday

MTV CREDITS AND OTHER:
MTV MOVIE AWARDS - EXECUTIVE PRODUCER
1996 - 2007

MTV's Premiere Movie Award Show

THE MTV VIDEO MUSIC AWARDS - EXECUTIVE PRODUCER
1996 - 2006

Executive in Charge of Production 1993 - 1995

MTV AT THE GRAMMY'S - EXECUTIVE PRODUCER
FEB 2007, 2005, 2000

Live Red Carpet pre-show

GAMER'S WEEK 2.0 - EXECUTIVE PRODUCER
2006

Developed and Executive Produced week-long programming of video gaming specials. Including: X-Box 360 Launch Special, Live Daily programming on TRL and MTV Jams, Hip Hop Gaming Finals w/HHGL

LIVE 8 MTV PHILADELPHIA COVEARAGE - EXECUTIVE PRODUCER
JULY 2005
MTV - "REACT NOW" - EXECUTIVE PRODUCER
2005

Hurricane Katrina Music Special

MTV's gamORZ WEEK - EXECUTIVE PRODUCER
2005

Week-long programming stunt about videogame industry and gaming competition.

MTV's Super Bowl XXXVI Programming - EXECUTIVE PRODUCER
2004

Including TRL LIVE, Rock 'n Jock Super Bowl, Daily Programming and MTV.com, Pepsi Smash Concert Special, and Super Bowl Halftime Show (Executive Producer).

GRAMMY RED CARPET SPECIAL
2003
LAUNCHED COLLEGE TELEVISION NETWORK/MTVU CHANNEL - CHANNEL EXECUTIVE
2003

MTV's NFL SUPER BOWL PROGRAMMING	2002
MTV's MLB ALL STAR WEEKEND, LIVE TRL	2002
MTV OLYMPIC PROGRAMMING: MADE, TRL, and TRUE LIFE - EXECUTIVE PRODUCER	2002
2002 TRIBECA FILM FESTIVAL COMEDY & CONCERT IN THE PARK	2002
WORLD AIDS DAY, MTV COVERAGE FROM SEATTLE WA - EXECUTIVE PRODUCER	2002
SUPER BOWL XXXII HALFTIME PRODUCED BY MTV FOR CBS - EXECUTIVE PRODUCER	2001
Includes: Super Bowl Saturday Night Ricky Martin concert, Rock n' Jock Super Bowl	
TRIBECA FILM FESTIVAL CONCERT in BATTERY PARK, NYC	2001
NEW YEAR'S EVE SPECIAL	2001
9/11/01 TRIBUTE TO THE TROOPS: A USO SPECIAL FROM RAMSTEIN AIRFORCE BASE, GERMANY	
NBA ALL STAR JAMS SPECIAL HOSTED BY P. DIDDY	2000
KINGS OF COMEDY MOVIE, MTV CONSULTANT ON EVENT	2000
MTV SPRING BREAK	1999
MTV'S MILLENNIAL NEW YEAR'S EVE SPECIAL	1999
MTV SPRING BREAK - EXECUTIVE PRODUCER	1998
Locations: Jamaica, Cancun, and South Padre	
MTV NEW YEARS EVE - EXECUTIVE PRODUCER	1998
NEW MUSIC WEEK - WEEK LONG MUSIC PROGRAMMING - EXECUTIVE IN CHARGE	1998
FASHIONABLY LOUD FROM MIAMI BEACH, FLA - EXECUTIVE PRODUCER	1998
WANNA BE A VJ - MTV'S VJ SEARCH PROGRAMMING	1998
SPORTS AND MUSIC FESTIVAL, MEMPHIS TN	1997
A weekend of alternative sports programming with music.	
MTV SPRING BREAK	1996
ECO CHALLENGE SPECIAL	1996
MTV SPORTS AND MUSIC FESTIVAL, AUSTIN TX	1996
MTV SPRING BREAK, LAKE HAVASU AZ	1995
MT. MTV PROGRAMMING	1995
A weekend of alternative sports programming with music.	
ECO CHALLENGE SPECIAL	1995
From Utah in collaboration with Mark Burnett	
SEGA SPECIAL: "ROCK THE ROCK" FROM ALCATRAZ IN S.F. - EXECUTIVE IN CHARGE	1994
SANDBLAST SERIES SEGA SPECIAL - EXECUTIVE IN CHARGE	1994
MTV'S ROCK 'N ROLL INAUGURAL BALL WITH PRESIDENT BILL CLINTON	1993
Supervising Producer	
MTV'S BEACH HOUSE PROGRAMMING	1993
NEW YEAR'S EVE SPECIAL WITH NIRVANA AND PEARL JAM FROM SEATTLE	1993
MTV SPRING BREAK, DAYTONA BEACH FLA	1992
NBC OLYMPICS, BARCELONA, SPAIN - BROADCAST MANAGER	1992
Worked on Opening & Closing Ceremony/Track & Field	
MTV SPRING BREAK, DAYTONA BEACH - PRODUCTION MANAGER	1990
NBC SUMMER OLYMPICS, SEOUL KOREA	1988
Rowing & Canoeing, Broadcast Manager	
ZINK COMMUNICATIONS	1986 - 1988
Supervising Producer for Marketing & Corporate Production Company	
ENTERTAINMENT TONIGHT, ON THE ROAD WITH MARY HART AND JOHN TISCH	1986

**EDUCATION: Northeastern University, Boston Mass.
B.S. in Speech Communication, 1982**

Extensive Travel & Adventure: I have traveled throughout the United States, Europe, S. Africa and Costa Rica.

Sports: I am an avid athlete participating in skiing, running, tennis, kayaking, biking, yoga and all-around fitness.