

Stephen Lorenzo

Independent Producer

Executive Producer / Development Producer / Series Producer

B.SocSci | IMM Diploma (Marketing)

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PROFESSIONAL SUMMARY

Steve is a Film & TV Producer, creative thinker and entertainment entrepreneur.

His award winning productions include the multi season family sitcom **Gauteng Maboneng**, the addiction rehabilitation doc-series **Kick It**, the sports history doc-series **Sports Playback**, and the current affairs show **The Edition**.

Steve's creative career is built on the solid commercial foundation of Sales & Marketing gained at **Cadbury's**, with the distinction of launching the innovative chocolate bar brand **P.S.**

In 1997 he moved into the vibrant world of TV production at **Rapid Blue**, developing his producing & client service skills managing the **SuperSport** on-air promotions team. In 2003 he founded and led **Engage Entertainment**, an award winning production company known for family sitcom, documentaries, game shows, children's series, music and magazine shows. After 20 years of engaging entertainment, Steve ventured out as an **Independent Producer**, focusing on developing, commercializing and producing original scripted content for Streaming & Broadcast platforms through a creative network of talented writers, directors and producers.

CAREER SUMMARY

09. 2023 – Present	Independent Producer , Story Development, Executive & Series Producing
08. 2003 – 08. 2023	Founder/Managing Director/Producer , Engage Entertainment
03. 1999 – 07. 2003	Producer/Executive Producer , Rapid Blue
09. 1997 - 02. 1999	Production Manager , Rapid Blue
07. 1993 – 08. 1997	Brand Manager , Cadbury Schweppes
02. 1992 – 06. 1993	Sales Representative , Cadbury Schweppes

CAREER HIGHLIGHTS/ ACHIEVEMENTS

Film and Television Industry Awards:

Under Steve's leadership, Engage Entertainment won the following 8 SAFTA Awards)

- **Best Educational Documentary Series 2019** (Kick It) – Executive Producer
- **Best Lead Actor in a Comedy 2015 & 2018** (Mandla Gaduka in Gauteng Maboneng II) – Executive Producer
- **Best support Actress in a Comedy 2015** (Linda Sibezo, Gauteng Maboneng II) – Executive Producer
- **Best Magazine Show 2013** (The Edition on eNews) – Executive Producer
- **Best Comedy, Best Technical Team in comedy** and **Best Post Production in comedy**: 2012 (Gauteng Maboneng on Sabc 1) – Producer
- **Best Sports Magazine show** 2011 (Sports Playback on Sabc 1) – Producer

Marketing: New Product Development and Product launch:

Worked in FMCG marketing as Brand Manager on the breakthrough product development and launch of Cadbury's **P.S.** bar which went on to become one of Cadbury's biggest selling countline brands.

TECHNICAL SKILLS

- Creative Concept development (27 Years)
- Story and Script Development (9 years)
- Business Management (20 years)
- Producing & Production Management (26 years)
- New Business Development (24 years)
- Sales & Marketing (7 years)
- Broadcast Channel marketing & promotion (6 years)

EDUCATION:

- **IMM Diploma - Marketing Management (1995)**
 - 3yr Marketing Diploma
 - IMD College
- **Bachelor of Social Science (1990)**
 - Psychology/Sociology/Economics
 - University of Natal, Pietermaritzburg
- **Matric: (1986)**
 - Transvaal Senior Certificate HG
 - Christian Brothers College, Boksburg

PROFESSIONAL DEVELOPMENT:

- **Digital Marketing** – University of Cape Town: 3-month certificate course - 2022
- NFVF Sediba **Spark Script Editors Programme** - 2016
- NFVF Sediba **International Financing Programme** for Producers by Angus Finney - 2015
- **Writing the TV Drama Series:** Pamela Douglas Masterclass for Script Development for TV Drama – 2014
- Attended **7 international Film Markets**,
 - The European Film Market (2014/15/16 & 2023)
 - Cannes (2015)
 - The American Film Market (2013/14)

CAREER HISTORY

08.2023 – current

Independent Producer

Overview: Story Development, Pitch packaging and producing on original scripted content.
Productions *Spinning in the Grave* – feature film pitch package development with Ochre Moving Pictures for Netflix.

Development Slate:

Feature Films Haamoni; The Boy in the Mask

Scripted Series Slick; Tailor Made; Masala Terrace; Dockyard; #KakenBetaal

08.2003 – 08.2023

Founder/Managing Director/Producer

Engage Entertainment

Overview: Founder and Managing Director of Engage Entertainment for 16 years. As an entertainment entrepreneur and small business manager, he is responsible for all aspects of the business including creative, business and people management. Experience includes creative content development and strategy, sales, budgeting, scheduling, content marketing, business strategy, financial management, human resource management and new business development.

Line Management: Managed a permanent team of 25 staff and freelance team of over 50 depending on the production scope.

Responsibilities: **Creative Content development**

- Story and script development
- Drafting Pitch presentations
- Sales and marketing

New Business Development

- Business plans including vision, strategy and budget development
- Pitching and deal structuring
- Legal - Contacting

Client Management

- Managing relationships with a variety of stakeholders (including clients) both internal and external
- Building depth of relationships and partnerships with clients and client companies

Team Management

- Managing, mentoring and leading creative and production teams
- Managing the delivery of broadcast programmes, within budget, from inception to completion with the team
- Overseeing a slate of programmes, including quality control, budget management coaching of staff and client relationships

Business Management

- Financial Management
- HR Management
- Operations and Logistics

Television Productions

- **Aksi'Spaza:** Supervising Producer mentoring Coal Stove Productions in pitching and producing their debut sitcom for SABC 2: 2020-2021
- **African Footprint Relaunch:** Developed and pitched a relaunch campaign to broadcast and corporate clients with Richard Loring Productions: 2018
- **Rustic Chakula:** Cooking Show (SABC 3): 2018
- **Kick It:** Docu-series on rehabilitation from substance Abuse (SABC2) 2018
- **Gauteng Maboneng III:** Sitcom 26x24min (SABC 2): 2016
- **Gauteng Maboneng II:** Sitcom 26x24min (SABC 2): 2014
- **Psalted** – Contemporary Christian music show 24min x 26(SABC 2 -Series 1,2,3,4&5) 2010 -2018
- **Gospel Gold** - Gospel Music show 48min x 52 (SABC 1, 7 Seasons) 2010 - 2017
- **Inner City Castles:** documentary 48min, SABC 2, 2013
- **Gauteng Maboneng** - sitcom 13x 24min (SABC 1): 2011
- **Samaritan Woman** - documentary 48min (SABC Religion) 2012
- **FIFA 2010 Soccer World Cup** - Live Preview & Review Talk Shows (SABC Sport) 2010
- **Soccer 411** - Premier league preview talk show (SABC 1): 2009-2010
- **Media Matters** - advertising review show: 24min x 13 (AFP on SABC 3) 2010
- **Gloss It Up** - Teen lifestyle Magazine Show 24min x 26 (SABC 2, Season 1) 2010
- **Spike** - Volleyball magazine show: 24min x 13 (SABC Sport) 2010
- **Artcha** – Contemporary art magazine show 24min x 52 (SABC 2 - series 1,2&3) 2009 - 2010
- **Music Moves Me** - Teen chart show: 24min x 26 (SABC 3, season 1,2,3) 2009, 2010
- **Sports Play Back** – Award winning Documentary Series: 24 min x 13 (SABC Sport) 2009
- **My Brother's Keeper** – documentary 48min (Independent - licensed to SABC) 2009
- **Teddies** – daily children's studio show (Kyknet) 2009
- **Zoomie** - children's puppet series (Kyknet) 2009
- **Doh Ray Me** - Children puppet series (Kyknet) 2009
- **Mal Genoeg** – Studio Game show 24min x 13 (Kyknet) 2009
- **The Silent Outcry** – Documentary 48min (SABC Religion) 2009
- **Curious Culture** – Art Magazine programme: 24 min x 26 (SABC 2 - Series I, II, III, IV &V) 2005-2008
- **Artists for Higher** – documentary 48min (SABC Religion) 2008
- **Heartlines Series Documentary** (Heartlines Foundation) 2008
- **Heartlines Music Video** (Heartlines Foundation) 2008

- **Danone Nations Cup Launch Av's** (Clover Danone) 2008
- **Harsh and Fragile** – Documentary 48min (SABC Religion) 2008
- **Family Tree** – Documentary 2 x 24min (SABC Religion) 2006
- **2006 FIFA World Cup** – AV for SA handover ceremony (Department of Sport) 2006
- **Mpolelle** – Basotho Musical (JMA) 2004
- **Umbono As'investe Educational drama Video** (Umbono) 2003
- **Coca Cola Café pitch pilot show** (Coca Cola) 2003
- **Volition "Reach"** (Volition Group) 2003
- **Discovery Life "Beautiful Day"** (Discovery Life) 2003

Feature Film
Development

- **Spinning in the Grave** – Script Development contract with Mnet
- **Hamoni** – in development with KZN Film Commission and NFVF
- **A Kings Heart** – Script development, pitch packaging, represent at AFM.

03.1999 – 07.2003

Executive Producer

Rapid Blue Productions

Overview: Managed the creative and production teams on the SuperSport Account, responsible for delivering all on air programming and event promotions, plus numerous channel branding projects. Also managed the Corporate Communication team

Reporting: To Managing Director

Responsibilities:

Client Management

- Receive and facilitate client briefs
- Develop and manage promotional strategies
- Sales targets
- New business development

Business Unit Management

- Sales targets
- New business development

Team Management

- Contracting
- Production workflows and system management
- Creative reviews

Achievements:

- Successfully achieved all financial targets set for this business unit.
- Implemented a content quality control review process that ensured the consistent delivery of high-quality creative work resulting in numerous Promax awards being won over this period.
- Associate Producer on *Reverse Swing*, a Cricket Documentary aired on SuperSport for Cricket World Cup, 2003.
- Produced *05h42*, A Kevin Rixon film, licensed to pay channel, M-net in 2001

09.1997 – 02.1999

Production Manager / Producer

Rapid Blue Productions

Overview: Responsible for production logistics and delivery of all on air programme promotions for the SuperSport account.

Reporting: To Executive Producer

Achievements: Successfully managed the industry transition from corporate Marketing into independent television production, and within 18 months was promoted to Producer and then Executive Producer of the business unit.

07.1993 – 08.1997

Brand Manager

Cadbury Schweppes

Overview: Responsible for new product development, brand positioning, product pricing, promotions, trade and consumer marketing campaigns, and setting sales and production targets for product portfolio.

- Responsibilities:**
- Brand Manager for all new product launches overseeing new product development, brand development, marketing campaigns with including trade and consumer launches
 - Managed the incorporation and trade launch of the specialty Springer Chocolates range as part of the Cadbury portfolio when following the corporate acquisition.
 - Managed the seasonal product portfolio for both Christmas and Easter
 - The first product portfolio I managed was the boxed assortments product range including Milk Tray, Roses and Nutties.

02.1992 –
06.1993

Sales Representative

Cadbury Schweppes

Overview: Responsible for product sales, stock management and brand representation at store level for a designated sales territory across various retail outlets including Shoprite-Checkers, Pick'nPay and Spar.

- Responsibilities:**
- Meeting monthly and annual territory sales targets.
 - Managing weekly orders, stock management and merchandising at store level.
 - Sales of new product launches and promotion in at store level.
 - Managed a small team of 3 merchandisers.
 - Responsible for product communication and relationship management with store managers.