

MICHAEL D. DRUCKER

Michael David Drucker is an award-winning writer, producer, director and editor who began his professional career as an intern at *NBC-TV New York* in 1984. Hired by their *Specials Division* upon graduating the *Newhouse School* at *Syracuse University* in 1985, Drucker spent seven years at NBC producing news features, documentaries, short films and children's programs. In 1988, Drucker was tapped to host a program for teenagers on *WNBC-TV* called "*Fast Forward*." He wrote and produced field segments for the show and hosted alongside two teenage actresses. "*Fast Forward*" went on to win an *Emmy*® for "*Outstanding Programming for Young People*" in 1989.

Later that year, Drucker fulfilled a boyhood dream when he was hired to work on *NBC's Saturday Night Live*, creating short films with acclaimed writer-director *Tom Schiller*. While at *SNL*, Drucker was inspired to form his own production company. *Delusions International, Inc.* was incorporated in 1991.

Drucker's very first client with his own company was *Planet Hollywood* when it first opened on West 57th Street in Manhattan. *Arnold Schwarzenegger*, *Bruce Willis*, *Sylvester Stallone* and the other owners of the restaurant chain staged an informal film festival on their giant screens before their grand opening, and selected Drucker's work out of a field of talented filmmakers. Drucker was contracted to build a massive digital library of film clips categorized by themes and set to music. This popular collection of *Planet Hollywood Film Montages* played in all of the chain's locations around the world.

In 1992, Drucker gained *PepsiCo* as a corporate client and they have remained his number one client for over 25 years. *PepsiCo* has sent Drucker across the country and around the world shooting behind-the-scenes of their commercials, creating short films, mini-documentaries, sales initiatives, executive messages, satellite media packages and video profiles for social media. Drucker also produces several large-scale yearly events that require multiple crews and quick turn-around editing. These events have become institutions at the snack & beverage giant. Drucker is also Co- Creator and Executive Producer of the prestigious *PepsiCo* internal series: "*PEP Talks*" – a multi-camera shoot in front of a live audience. Modeled after *TED Talks*, the series spotlights top *PepsiCo* executives discussing critical company matters. This summer, Drucker directed four short profile films on the road for *Pepsi* in *Key West, FL*; *Corpus Christie, TX*; *Safford, AZ*; *Philadelphia, PA* and *Pensauken, NJ* that will play at the *NY Public Library* in October 2019.

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Drucker's other corporate and agency clients include: *Sony BMG, BBDO, Starwood Hotels & Resorts, MetLife, Museum of the Moving Image, House of Seagram, WME/IMG, American Barrick, Bayer, Brut, Dodge, eTrade, Intel, Harman International, Physician's Choice, Lexus, Maxwell House, Pizza Hut, Shady Brook Farms, Simon & Shuster, Taco Bell, Great American Products, California Pizza Kitchen, Hilton Hotels, and Team Penske Indy Car* among others.

In 1999, Drucker was contracted by the *Ampex Corporation* (inventors of video tape) to help build a digital video network online. Years before *YouTube*, *iNEXTV* led the charge of *streaming video on the web*, pioneering video compression and digital asset management techniques. Drucker was placed in charge of *Special Projects*, running the cutting edge *travel site*, directing all company promos and producing what was touted as the world's first daily internet soap opera, "*Couch Confessions*" starring actress *Tovah Feldshuh*.

In 2003, Drucker was hired by *SpikeTV* to write and produce a documentary on the radical sport of *Slamball*, a four-on-four full-contact basketball game... played on trampolines. Drucker followed the tryouts around the country in Orlando, Atlanta, Philadelphia, Chicago and Los Angeles. He personally filmed a large part of the documentary along with pro crews in each city, and edited the feature-length documentary as well.

While maintaining a busy schedule of corporate productions, Drucker also sets time aside for charitable causes and non-profits. Recently, he's created: a video profile on teenage heart-transplant-recipient *Lauren Shields* for the organization *Hearts for Russ*; a theater performance and mini-doc on autistic entertainer *Dane Brandt-Lubart* entitled "*My Life on the Spectrum*"; and an inspiring in-depth profile on Viet Nam vet and amputee John J. Devine -- a *DAV Veteran of the Year*.

Aside from writing for television & film, Drucker is also a recently self-published author of a children's book series. "*Empire the Skyscraper in the Land of Man-Made Wonders*"[®] imagines a peaceful world where mankind's inventions live. A 3-D animated version of the book is currently in production.