

CURRICULUM VITAE

For

LLOYD BRYAN ADAMS J.D.

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www.tenacityent.com

Executive Producer – Producer – Channel Executive – Legal and Business Affairs

EDUCATION

McGeorge School of Law
University of the Pacific Sacramento, California
Degree: Juris Doctor

Inns of Court School of Law/McGeorge School of Law
London, England
Summer Barrister Pupilage

Salzburg University, Austro-American Institute of Education
Salzburg, Austria
Certificate in International Legal Studies, Summer 1994

National University, San Diego
Degree: Masters of Business Management, 1997

Pepperdine University School of Law, Malibu, CA
The Straus Institute for Dispute Resolution,
Winter Intensive Dispute Resolution Program 1993

San Diego State University, San Diego, California
Degree: Bachelor of Science, 1986
Major: Public Administration (Criminal Justice Administration.)

UCLA, Westwood, California
Degree: Certificate Candidate, Film & Television

EXPERIENCE

TENACITY ENTERTAINMENT, LLC
Incline Village, NV
July 2002- Present
CEO / Executive Producer

OUTDOOR CHANNEL
Temecula, CA
Aug 2007 – Nov 2008
Executive Producer / Sr. Executive
Nov 2008-present – **Sr. Consultant**

Havoc TV, Inc.
El Segundo, CA
February 2006 – September 2007
Vice President of Production and Channel Development
Executive Producer

Ripe Digital Entertainment, Inc.

RIPE TV

Los Angeles, CA

October 2004 – February 2006

**VP Programming, Production, Acquisitions and Marketing
Executive Producer**

SIERRA NEVADA COLLEGE

Incline Village, NV

August 2004-2005

Adjunct Professor / Business and Management

EXTREME GROUP LTD.,

EXTREME SPORTS CHANNEL

EXTREME.COM

EXTREME INTERNATIONAL

Essex, UK, January 1999 – January 2003

Chief Operating Officer, North America

Co-Founder, Share Holder and Sr. Consultant - Present

NIGHTSHIFT ENTERTAINMENT INC.

Beverly Hills, CA, October 1997 - January 1999

Executive Vice President

THE PINNACLE GROUP

Sports Marketing & Agency

Carlsbad, California, May 1997 - Present

Partner / Founder

ADAMS CONSULTING

Laguna Beach, California, May 1996 - Present

Transnational Legal & Legislative Research

Mergers & Acquisitions

Owner

PLANET X STUDIOS

PLANET TECHNOLOGIES INC.

Encinitas, California, November 1997 - March 1998

President

BENNETT PRODUCTIONS INC.

Los Angeles, California, May 1996 - May 1997

VP of Business Affairs

RODL & PARTNER

Nurnberg, Germany, Summer 1995

Summer Law Associate

Duties: International Legal Research, Mergers and Acquisitions

GOVERNOR'S OFFICE/TRADE AND COMMERCE AGENCY

Sacramento, CA, September 1994 - January 1995

Duties: Legal Research/Writing and Legislation

SENATE LEGISLATIVE ASSISTANT FOR PHIL WYMAN

Honor: Senate Fellow Alternate

Sacramento, CA, April 1994 - September 1994

Duties: Legal Research/Writing and Legislation

ASSEMBLY INTERN FOR ROBERT C. FRAZEE

Sacramento, CA, September 1993 - April 1994

Duties: Legislation, Constituent Affairs and Research

SENATE AIDE FOR WILLIAM A. CRAVEN

Carlsbad, CA, December 1992 - June 1993

Duties: Constituent Affairs and Research

UNITED STATES SENATE AIDE FOR JOHN SEYMOUR

San Diego, CA, December 1991 - December 1992

Duties: Constituent Affairs, Media Relations and Advance,
Steering Committee Chairman for San Diego.

UNITED STATES ATTORNEY'S OFFICE, Legal Aid Intern

San Diego, CA, August 1985 - December 1985

Duties: Legal writing, research, and assisted attorneys with court cases.

**OTHER WORK
EXPERIENCE**

Cerkvenik-Anderson Travel, Inc.,

San Diego, CA, November 1986 - June 1992

Owner of Mexico Tours, California

Vice President of Marketing, Student Tours/College Tours

Tri-States Resorts, Inc.,

San Diego, CA, November 1990 - March 1991

Vice President of Marketing

Bennett Productions, Inc.,

Los Alamitos, CA, August 1988 - January 1990

Involved in all aspects of production, finance, sales, creation of
support material, programming, oversee off-line and on-line editing.

Vice President of Marketing

Aqua Media

Irvine, CA, February 1987 - August 1988

Executive Producer

Sky Publishing

Irvine, CA, February 1987 - November 1987

Executive Vice President/Director of Sales

The Barnstormer Business Journal and YOUR Magazine.

General Dynamics, Convair

San Diego, CA, August 1985 - November 1986

Administrative Assistant

**TELEVISION
PRODUCTIONS**

Dynalectron Corporation

Kauai, HI, June 1985 - August 1985

Intern: Assisted writing and reviewing corporate proposal.

**NATIONALLY SYNDICATED & CABLE SPORTS SPECIALS,
SERIES, FILMS AND VIDEOS**

- Valley Village, Executive Producer (short Film) 2008
- Six Degrees of Helter Skelter, Documentary, EP and AD, 2008
- Outdoor Channel, Executive Producer **40 plus original shows and 60 external shows** (show list available under separate cover)
- Elite XC, Pro Elite / Showtime, CBS, Sr. Consultant
- Dearly Departed, Documentary, EP / Producer 2007
- Havoc TV, Executive Producer of Channel and **all programming 2006 –Sep 2007**
- Havoc Sports, Executive Producer 2006-2007
- Havoc on the 101, E.P. 2007 38 hours per week
- Havoc Mix Tape, Executive Producer 2007– present
- Havoc Alternative, Executive Producer 2007 – present
- Havoc Vinyl, Executive Producer 2007 – present
- Havoc Sports, Executive Producer 2007 – present
- World Ski and Snowboard Festival, Executive Producer, Director 2004-‘07
- Ripe TV, Executive Producer of all programming, 2005-2006
- NASCAR on Ripe, Executive Producer, 2005-2006
- Free Running NY, Vegas and LA, Executive Producer / Producer 2006 (Ripe TV)
- US Open of Surfing, Producer, 2004, 2005, Executive Producer (Ripe TV)
- 54321 on Fox Sports Net / Fuel, Segment Producer, 2005
- NEWS Junkie (short 35mm Film), 2005, **Selection Hollywood Film Festival 2006**
- O'Neill Cold Water Classic, 2004 Executive Producer/Producer
- Tampa Pro of Skateboarding, Producer, Director
- The GAME, National Surfing League, ESPN2 Producer, 2004
- SPLIT on Fox's FUEL CH, Executive Producer, 2004
- 4PLAY on FUSE, Executive Producer, 2004
- Fusion TV, Fox Sports Net, Producer, 2004
- The Neighbors Upstairs (short 35mm Film), Producer 2004
- Exposure on Fox's FUEL CH, Co-Executive Producer, 2003 and 2004
- BOING, HD Specials, 2004 *
- HANG TIME, 2004 *
- 16X9, 2004 *
- BIG AIR, 2004 *
- ROSTER TAIL, 2004*
- *Sr. Producer for Specials on RUSH, Rainbow Communication's new H.D. Ch., VOOM
- **FUEL Network, delivered over 200 hours of content to the new network 2004/2003**
- EX TV on Fox Sports Net, Executive Producer 2002, 87 hours of Programming
- US Open of Surfing, Co-Producer, Fox Sports Net
- Fusion TV on Fox Sports Net, Co-Producer and Segment Producer credits 2003
- FUSE Network, 4PLAY, Executive Producer, Pilot Episode
- Beyond the Action, Executive Producer, 2002, 2003
- Hard Core Candy, Executive Producer, 2002
- Detention, Executive Producer, 2002
- Nissan XXL (world largest wave contest), Executive Producer, 2002
- Aftermath Skate Tour, Executive Producer, 2002
- Molson Snow Jam Series, Executive Producer, 2002
- Boost Mobile Pro Surf Event, Executive Producer, 2002

- LAIRD the movie, Consulting Producer, 2001
- The Extreme Sports Channel, Executive Producer 1999 – 2002, USA
- The World Extreme Games, Executive Producer 2000 and 2001 USA
- www.extreme.com, Executive Producer, Editor 2000 - 2002, USA
- Hawaiian Tropic Pageant, Producer, Business Affairs 1987 - 90, 1997, 2000, 2001
- Capitol Records, Kotton Mouth Kings Video “It’s a Dogs Life,” Producer and AD 1999
- Planet X Television, Co-Executive Producer 1996 – 1998 (52 episodes)
- Babes in Toyland (USA Network Special), Business Affairs 1997
- The Extremists, Coordinating Producer/Production Coordinator 1996 – 97
- The Texas Bikini Team, Production Coordinator 1996 – 97
- Women’s World Surfing Championships, Producer 1989 – 90
- Gotcha Pro Surfing, Producer 1998-90
- U.S. Body Boarding Finals, Producer 1989 – 90
- Men’s World Surfing Championships, Producer 1988 – 90
- World Windsurfing Championships, Assoc. Producer, 1988 – 89
- U.S. Pro Ski Tour, Marketing/Stage Manager 1988 – 89
- O’Neill Cold Water Classic, Producer 1987 – 89
- New Waves Water Sports Television, Producer 1987 – 89 (78 ½ hours)
- The U.S. Men’s Pro Ski Tour, Coordinating Producer 1987
- Int’l Jet Ski Association World Tour (two, hour videos), Co-producer
- John Lewis, Martial Arts Video Series (6 one hour tapes), Producer/ Director 1998
- American Health and Fitness, Producer

**IN
DEVELOPMENT**

Available online at www.tenacityent.com

**GUILDS,
ASSOCIATIONS
AND BOARDS**

- Producers Guild of America
- Academy of Television Arts & Sciences
- The National Academy of Television Arts and Sciences
- American Film Institute
- Tahoe/Reno International Film Festival / Board of Director
- Gravity Seekers, LLC / Member of the Board of Directors
- American Bar Association
- Phi Alpha Delta Law Fraternity
- American Marketing Association
- Who’s Who in America Marketing
- United States Coast Guard AUX, Division Staff Officer, Public Affairs
- Beta Theta Pi, Social/Academic Fraternity

AWARDS

- Multiple Telly Awards
- Hollywood Film Festival Selection “Best Short”
- Tahoe - Reno International Film Festival Selection “Best Short”
- Ava Gardner film festival “best Documentary” Selection

**LECTURES &
PANELS**

- Sierra Nevada College, Marketing, Ski Business, Adjunct Professor
- Action Sports Summit, Featured Panelist
- University of Los Angeles (UCLA), Intellectual Property Class
- Tahoe - Reno International Film Festival
- Loyola Marymount University, Mentor

**PUBLISHED
ARTICLES**

YOUR Magazine
YOUR Future Columnist

General Dynamics, Convair
Editor and Writer: Corporate Newsletter

McGeorge School of Law
Columnist: The Dialogue

REPRESENTATION

Producer Representative

Abrams Artists Agency

Alec M. Shankman

(310) 859-1417 X 180

Counsel

Robert David Bolls III

(925) 368-6737

FOR MORE INFO SEE WWW.TENACITYENT.COM OR WWW.IMDB.COM