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# DANI DAVIS

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Producer, Director & Writer

## PROFESSIONAL SUMMARY

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With creative achievements and skills matched by her managerial and financial acumen, Dani is both an artist and business leader, making her an asset to any performing arts organization or production, whether in a time of crisis or one of growth. An eye on balancing the creative big picture and the bottom line at all times makes Dani an experienced, collaborative leader, who has a unique ability to identify key challenges and implement strategic solutions across all departments.

## SELECTED EXPERIENCE

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### EveryDay Dreams - The Studio

Chief Executive Officer | Full Time | Jan 2021-Present

Created by Dani during the pandemic along with a multi-platform award winning team of entertainment industry professionals in partnership with the tech forward & award winning MODE Studios to produce exciting, mission driven content. The client list includes Google, Microsoft, techScale, Celebrity Cruise Lines, WBEC Pacific, among others. EveryDay Dreams is a full service production company. Currently producing **Sounds True: The Inner MBA Program**, working with Tara Brach, Eckhart Tolle, and other EI leaders. Dani is helping Sounds True, NYU and LinkedIn to shape this certificate program that bridges the worlds of learning, entertainment, and inspiration.

### Cape Rep Theatre

Consulting Executive Producer | Feb 2019-Dec 2019

For this award winning regional theater at which she had previously directed two sold out musical productions (Xanadu - 2010 & Mamma Mia - 2018), Dani brought her Broadway and touring producing experience to serve as a consulting Executive Producer, for its 2019 season. Dani identified systemic organizational challenges, implemented a collaborative production process for the theater's five main stage productions, recommended revenue raising opportunities, cultivated 6 figure private funding for campus capital expansion projects, and brought her New York City network to the theater creatively, raising the profile of the institution. In addition to producing the profitable 2019 season, which included contracting and supervising the 130 member artist and production staff, licensing intellectual property, setting and realizing the just short of \$1 million annual operating budget, she directed the theater's sold out main musical, **The Full Monty**, and choreographed a new musical commissioned by the theater, **UMPO Summer Blockbusters**. [www.caperep.org](http://www.caperep.org)

### Girl Starter

Co-Founder, Chief Executive Officer & Executive Producer | Full Time | Sept 2015-Aug 2017

Girl Starter - a media company devoted to building out businesses created by teenage girls across the U.S. - combined Dani's personal passion for equal opportunity for women & her knowledge that entertainment can accelerate change. With a \$5.2 million operating budget, 100% funded by corporate partnerships with Visa, Staples, AT&T, Microsoft, Vera Bradley, and Pilot Pens.. Girl Starter aired its tv show, Girl Starter, on TLC and Discovery, while Girl Starter Live toured the east coast, mentoring close to 1,000 young women on the ground.

As Chief Creative Officer of the company, Dani worked directly with CMO's and CEO's at each of Girl Starter's corporate partner companies, to secure their financial support, as well as to create bespoke media content for those companies. She liaised with the Discovery and TLC network executives to achieve exposure for the television series, and served as an Executive Producer of the television series with Al Roker Productions, and as co-producer for the live East Coast US tour. [www.girlstarter.com](http://www.girlstarter.com)

### NETworks Presentations Inc.

Executive Producer | Aug 2010-Aug 2015

For the world's premiere Broadway touring company, Dani served as Executive Producer for high profile, special projects for national and international touring and exploitation; finetuning and in some cases revamping, all aspects of production; from their creative to business models overseeing individual production budgets of \$2 - \$3 million, for a total of up to \$9 million per year, realizing profit in excess of 25% for production partners including Universal Pictures, Working Title, DreamWorks, & Paramount Pictures. She supervised 350 people per season, negotiating all contracts including union agreements, as well as worked directly with stakeholders, aligning creative, managerial, and financial choices to maximize profit, to ensure high production quality for audiences and presenting partners, and establish efficient operations for each production.

## SELECTED FILM, TV, & THEATRE WORK

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### BROADWAY

*Little Women the Musical* Lead Producer  
*The Lonesome West* Producer  
*The Scarlet Pimpernel* Associate Choreographer  
*Rock Me Amadeus* Director  
(Current, pre-Bway))

### NATIONAL & INTERNATIONAL TOURS

*Billy Elliot* Executive Producer  
*Handel's Messiah Rocks* Writer/Director  
*DreamWork's Shrek the Musical* Executive Producer  
*Flashdance* Executive Producer  
  
*Little Women the Musical* Executive Producer

### REGIONAL THEATRE (CAPE REP)

*The Full Monty* Director/Choreographer  
  
*UMPO Summer Blockbusters* Choreographer  
*Mamma Mia* Director/Choreographer

### FILM & TV

*Cindy of Arc* (Ordeal Music) Director/Producer  
Cinequest Film Festival  
*Girl Starter* (Discovery) Executive Producer  
*Handel's Messiah Rocks* Writer/Director  
(Sony & PBS)  
*Kenny Rogers' A Christmas Gift* Choreographer  
(Hallmark Entertainment)

### OTHER REGIONAL THEATRE

*Wrinkles, the Musical* Director (WHAT)

## AWARDS & AFFILIATIONS

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Emmy Award | 2010

For writing of Handel's Messiah Rocks (PBS)

Emmy Nomination | 2010

For Direction of Handel's Messiah Rocks (PBS)

Tony Nomination | 1999, Best Play (The Lonesome West)

Helen Hayes Award | 2011

For best touring production of the year, Billy Elliot

### Selected Board Membership

Duke University Women's Forum, Executive Board Member  
Duke Entertainment, Media, and Arts Network, Executive Committee Member  
Baldwin Scholars Program Advisory Board