

## **Luca de Sensi**

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Strong knowledge of the Media & Entertainment industry, of the audio video production and postproduction supply chain, up to international sales and distribution; as well as all the software components and applications for handling, collaborating, editing and postprocessing, delivering contents.

After over 25 years in the audio video postproduction market I have moved to providing integrated services for the M&E industry.

Expert in identifying company/user requirements during the pre sales/analysis phase, testing activities and embedding with users during adoption phase.

Team player with a natural flair for interpersonal relations built upon coordinating and leading a global team in marketing, sales and post sales. Creative problem solver with a consistent experience in remote or on site training and handling of complex processes.

### **Work Experience:**

#### **2014-2018: Wcp Mediaservices, Lugano, Los Angeles, Toronto (Switzerland, USA, Canada)**

Sales experiences, engaging and identifying client requirements, developing, configuring and testing, up to global user support (Los Angeles, Toronto, Roma, Taiwan, ecc.)

Audio video Production and post production supervisor, with global customers and suppliers. In this role I have developed, set up and coordinated worklines and specific teams in Italy, Canada and USA for productions such as The Young Pope (HBO), Gomorra (Sky), Suburra (Netflix), Zero Zero Zero (Amazon), and specific clients like: Cattleya (ITV UK), WildSide (Freemantle), Fandango, Electus International and Breakthrough Entertainment. Project Manager of an internal development team and its external suppliers.

#### **2007-2014: Eccetera Audio Productions, Milan (Italy)**

Director, senior sound designer, dubbing coach and director for advertising campaigns for BMW, Nissan, Skoda, VolksWagen, SKY, Unieuro, Esselunga.

Many of these awarded with Cannes Lions, Clio Awards and Italian Antenna D'Oro.

#### **2009: IED, Milan (Italy)**

Degree committee for audio visual department.

#### **2005-2006: Verdi Orchestra, Milan (Italy)**

Developed and produced video contents for live orchestra. Visual and editorial research, directing and editing of video contents projected during live.

#### **1996-2006: Noize Boys, Milan, Parigi, New York (Italy, France, USA)**

Music editor and remixer for Michel Gaubert and Steven Brinke creative team. Worked for Hugo Boss, Byblos, Fendi, Alberta Ferretti, Krizia, Michel Koors, etc, brands in Milan, New York and Paris fashion events.

**1998-2006: Mach 2, Milan (Italy)**

Sound designer, audio video production and post production supervisor for radio, tv and cinema. Personal client list includes: Viacom brands for EMEA market (MTV Italy, MTV Spain, Nickelodeon, Paramount Comedy), SKY Italy, La7 and others. Advertising agencies: Y&R, Leo Burnett, McCann Ericson, Lowe Pirella. Production companies: Harold, Movie Magic, Film Master, Mercurio Cinematografica. Directors: Dario Piana, Gabriele Salvatores, Gabriele Muccino, Giuseppe Tornatore.

**2001-2002: Fandango (Italy)**

Pre-production, orchestra recording and mix for feature film: "Da Zero A Dieci", directed by Luciano Ligabue.

**1996-2002: Kadan Productions, Milan and New York (Italy-USA)**

Music editor and remixer for Gucci in Milan and New York fashion events under Tom Ford creative direction.

**1996-1998: Profile Studio and Profile Multimedia, Milan (Italy)**

Multimedia generalist. Audio editor for record releases by Italian high ranking artists (Antonella Ruggiero, Luciano Ligabue, Gianluca Grignani, Casino Royale). Technical and audio video post video supervisor for cd rom series Imagica (artist's monographies on Milo Manara, Moebius and Mordillo).

**1992-1996: Clacson, Milan (Italy)**

Sound engineer, music editor, audio restoration specialist, for record labels Antes Concerto, Sarx Records.

**Education and Training**

**1983-1988: Diploma di maturità scientifica – Baccalaureate Diploma** (Liceo Scientifico Barsanti e Matteucci in Viareggio).

**1988-1990: Piano and music arranging** classes with Massimo Colombo, Candelo Cabezas and Mark Harris at CPM Milano.

**1989-1992: Modern Literature with music and theatre history** (Università Statale Milano).

**Foreign languages:**

Italian, native language - English.

**Job related skills:**

Good project analysis and project management skills, defining user processes and functionalities for web apps.

Experience in managing and supporting complex sales cycles and and complex events in emergency.

Client facing team player and proactive problem solver.

Experience in a multinational / multicultural work environment.

Veteran sound engineer and sound designer. Strong knowledge of audio and video production and postproduction environment. Fluent on audio software platforms (ProTools, Logic Pro, Cubase), video (Final Cut Pro, Avid MC). Articulate knowledge of audio and video format and

transcoding technics and requirements. Specialised in setting up post production workflows with a particular attention to ingest and hand offs, consistency and quality.