

## Francie Moore, Producer

**Cannes Lion** winner, producer Francie Moore, has built a reputation in commercials, videos and branded content that can only be characterized as golden. Her recent work includes the current campaigns for Samsung and Netflix and a new campaign for JC Penney that occupied almost the entire first quarter of 2014.

Moore is thriving in a changing and volatile environment, working for a group of companies that appreciate her expertise, creativity and loyalty. She maintains an unwavering focus on her goal: to deliver a fantastic experience to the client, agency and director characterized by respect, support and fun. As a result, her relationships with production houses span years with clients that include RSA, MJZ, Smuggler, Harvest, Epoch, The Directors Bureau and Chelsea Pictures. Working with directors like Michael Downing – with whom Francie produced the award winning HBO trailer for **Bad Habits** – and Neil Burger, Roman Coppola, Craig Gillespie, Melodie McDaniel, Annabel Jankel, and Hoffman Brothers, Moore has collaborated with Microsoft, Southwest Airlines, ESPN, McDonald's, Toyota, Delta, Honda and Subaru, to name but a few.

A native of London who arrived in L.A. in the mid-1980s, Moore began her career as a fashion stylist working in print with Herb Ritts and Matthew Rolston, and music videos (styling Michael Jackson for **Billie Jean**). She transitioned into producing and teamed up with director Leslie Libman in Libman-Moore, the first female director-producer company representing a roster doing cutting edge work. Libman-Moore was the team who produced Belinda Carlisle's game-changing *Mad About You* and other iconically cool films.

Since her successful enterprise with Libman, Moore's focus has been commercials and PSAs almost exclusively. Her early **Rock the Vote** campaign, which she co-Executive Produced with **Leonardo DiCaprio**, was the beginning of a personal commitment to use her talents to further socially conscious. She produced several segments of Haskell Wexler's documentary, **Who Needs Sleep?**, inspired by sleep deprivation in the film industry among crew members. In 2013 Moore, with Harvest Films, **won the Cannes Lion** for her PSA on Gun Control for which she passionately advocates.

Her love for the work has always been fueled by her love of talent – from the established directors with whom she regularly collaborates to the newcomers she encounters more and more. Encouraging talent is one of Moore's favorite parts of being a producer, and nurturing it is one of her fundamental skills. Her enthusiasm for challenging herself and expanding her own experiences in the industry are gifts anyone who works with Moore will share.