

2018 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Aaron Semmel, Executive Producer and CEO of BoomBoomBooya

TITLE: Hard Driving Down Hollywood Boulevard

ABSTRACT

A hilarious and insightful look at the Hollywood business from behind the desk of the ever optimistic and often mysterious Executive Producer. Aaron Semmel has been climbing the industry ladder for over 20 years, and the stories of his adventures, full of trials and tribulations, all reflect one common theme... a need to always be one step ahead. Through his stories, Semmel highlights the need to be on the cutting edge of everything in our business, even in tech and storage needs, which often times does not translate to the EP suite. Semmel will breakdown a vocabulary that producers and production executives speak, in an effort to bridge the gap between tech and the "technically challenged".

BIOGRAPHY

Born and raised in Chicago, Aaron Semmel grew up wanting to make movies underwater with Jacque Cousteau. When Cousteau passed away, Semmel aimed his sights towards dry land and Hollywood. After studying Film Production and Creative Writing at Columbia College, Semmel started as Grip on the set of a Roger Corman television series titled BLACK SCORPION. From there he got a job at Maverick Films, the film shingle of Madonna. At Maverick, Semmel helped to develop and produce several projects, including the film AGENT CODY BANKS.

Aaron's first experience with reality television came in 2004, when he was cast on the first season of the mega-hit NBC series THE BIGGEST LOSER. The experience gives him a unique perspective on producing reality programs and dealing with reality casts and crews.

In 2005, Semmel began working under James G. Robinson (CEO) and Guy McElwaine (President) at Morgan Creek Productions. Working closely with development, production, marketing and distribution, Semmel helped to produce such films as THE GOOD SHEPHERD, MAN OF THE YEAR, GEORGIA RULE and SYDNEY WHITE.

In 2009, Semmel joined Thinkfactory Media, moving into the world of television production. As Director of Scripted Development, Semmel developed dozens of television and feature film projects, but he also helped make reality television series such as GENE SIMMONS FAMILY JEWELS (A&E), DOGG AFTER DARK (MTV), TEACH: TONY DANZA (A&E), SINBAD: IT'S ALL ABOUT FAMILY (WEtv).

Semmel traveled to Romania in 2011 to Co-Produce HATFIELDS & McCOYS, directed by Kevin Reynolds and starring Kevin Costner and Bill Paxton. Airing on History, the mini-series won five Emmy's and was nominated for many more awards.

In 2013, Semmel started his own company, BoomBoomBooya, LLC. Semmel created and Executive Produced an unscripted hour special with country music star Big Kenny Alphin of BIG & RICH for the TLC Network. Semmel also created and Executive Produced an unscripted hour dog training special for Nat Geo Wild titled BOSS DOG. In the Digital Space, Semmel Co- Executive Produced three web series for Snoop Dogg's cannabis centric MerryJane.com.

Currently, Semmel works closely with Kevin Costner on the development of a 10-part limited series western titled HORIZON. BoomBoomBooya is partnered with Saatchi & Saatchi and Toyota to create and produce branded content for social media. BoomBoomBooya also has several co-production agreements with some of the biggest production companies and networks, with several television and feature film projects in various stages of development.

Aaron also dedicates time as a Program Consultant for American Cinematheque, Hollywood's premiere non-profit dedicated to the public display of motion pictures, where he produce special theatrical screenings and events. Aaron is a big advocate of Big Brother Big Sisters and has been a "Big Brother" himself.

In his free time, Semmel trains and competes in triathlons. Semmel lives in Los Angeles with his girlfriend and their adorable white boxer named Ob-La-De Ob-La-Da.