

# Michael Finan

Producer. Director. Consultant.



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[BonafinaFilms.com](http://BonafinaFilms.com)

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## EXPERIENCE

### Producer/Director/Owner

#### **Bonafina Films**

1993 - Present

- Providing producing, directing, and consulting services to large corporations
- Clients include: Becton-Dickinson, Shinogi Pharmaceuticals, Merial, Valeant, and Novartis

### Executive Producer/Producer/Director

#### **Sanofi Pharmaceuticals**

2001-present

- Oversaw creation of 50 videos per year covering all Sanofi brands across disease states.
- Produced videos for sales motivation, product launches, marketing, employee training, internal communications, as well as healthcare professionals.
- Supervised in-house and freelance creative and production teams.
- More than tripled the amount of business within the in-house studio.
- Coordinated productions locally and on-location.

### Producer/Director

#### **Bellcore**

1989-93

- Produced in-house videos providing internal communications and covering the high-tech developments at this Bell Labs spin-off telecommunications company.
- Created many videos that were awarded with Tellys and other honors.

### Producer/Director

#### **Nabisco Brands**

1984-89

- Produced sales, marketing, executive presentation, and product videos.

## STRENGTHS

- Delivers compelling stories to the screen
- Inspires audiences
- Relentlessly pursues creative vision

## MOST PROUD OF

- ♥ Raised 2 kids
- ★ Won 5 Emmy Awards
- 🎓 Student at the School of Practical Philosophy since 2003
- 🗣️ Produced video that raised \$2 million for the United Way

## EDUCATION

B.A. in Film and Television  
Seton Hall University

## RECOMMENDED BY

“

*Michael's one of the most intelligent, creative and dynamic individuals I have had the pleasure to work with in the film and television industry.”*

Steven Gorelick, Executive Director NJ Motion Picture Commission.

# What my clients are saying...

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*“Michael always comes from a place of YES. When faced with impossible deadlines, he is great at understanding a project and creating a plan. He puts his clients first, and they can feel that.”*

Anna Robinson  
Global Media Relations, Sanofi

*“One of the keys to Michael’s success in working with the various marketing teams is his ability to build effective partnerships by fully understanding the needs of the customer/project.”*

Kevin Buckle  
Head of MULTAQ U.S, Sanofi

*“No matter the level of urgency or short notice, Michael has always been able to meet/exceed project deadlines and we have grown accustomed to his style and high benchmark of quality.”*

Brian Ransom, M.S.  
Deputy Director, Product Marketing, Pasteur

*“Michael doesn’t consider the project complete until the client is delighted—and I can honestly say, reflecting back on the projects we have done together, I was delighted every time!”*

Sarah Burke Mullins  
Head of Transformation, Sanofi

*“In EVERY instance, Michael exemplifies his craft in a professional manner. He puts you at ease with the confidence that it will not only be done but done well.”*

Mike Capaldi  
Head, US Public Affairs, Oncology & Consumer Healthcare, Sanofi/Sanofi-Genzyme.

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