

PAM TARR
*Brand Impact Strategist,
Executive Producer*

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**2003 – 2022 Ace Entertainment, Inc.
Founder and President**

Ace Entertainment is committed to using the resources of the advertising and entertainment communities to create social change. A consulting and branded content company, Ace Entertainment's clients include advertisers, ad agencies, production companies, lobbying groups and non-profit organizations. Clients have included Rock The Vote, Council for a Livable World, and Homecoming For Veterans.

Most recent projects include a public campaign to build engagement in the potential of regenerative agriculture to reverse climate change, a national communications strategy for American Farmland Trust, and an initiative to register and turnout 1 million young Latino voters.

**2013 – 2018 Production for the People, LLC
President/Executive Producer**

Launched in 2013 with partner Carolyn Chen, Production for the People is focused on bringing an agile, innovative production model to the highest quality work for the burgeoning digital content market. With a focus on real people stories told with authenticity and heart, PFTP burst onto the scene with remarkable work for advertisers, ad agencies, and PR firms, and developed webseries for Maker Studios and Endemol Beyond.

**2008 – 2013 Homecoming For Veterans (hc4v.org)
Executive Director**

Through this non-profit organization, created by Tarr to raise awareness about a mental health treatment for veterans dealing with PTSD, thousands have been treated successful on military bases, on VA campuses, at veterans facilities and in clinics across the country.

**1988 – 2003 Squeak Pictures, Inc.
Founder, President, Executive Producer**

One of the most successful commercial/music video production companies over its fifteen year history, Squeak Pictures was known for its development of over 100 talented new directors and cutting-edge work. Squeak earned revenue of over \$150 million in production and completed over 2000 music videos, PSAs and commercials as well as several feature films, documentaries and television specials.

**1986 – 1988 Strato Films
Executive Producer**

While helping to launch the career of noted director, Paula Walker, Tarr built Strato Films to support her work, doing music videos for artists including Leonard Cohen.

1984 – 1986 Freelance Producer

Working through numerous production companies, Tarr produced projects around the world, including music videos, educational films, corporate product launches (IBM, among others) and commercials.

**1983 – 1984 Picture Music International (Capitol Records)
Producer**

In addition to producing music videos for the seminal directors of the industry, Tarr produced 85 videos for Pioneer Artists, launching careers for many talented directors.

**1982 – 1983 Carlo Ponti's Production Company
Development Assistant**

Tarr helped launch a U.S. production company for Carlo and Alex Ponti to produce work for Sophia Loren. Projects were also developed with Michael Cimino and Oriana Fallaci.

HONORARY POSITIONS

Music Video Production Association: Co-founder and president for 15 years

Association of Independent Commercial Producers: West Coast president from 1999 – 2002

Chairperson of The 2003 AICP Show at the MET in New York

Entertainment Industry Development Corporation (now FilmLA): Co-founder and secretary 1996 –1999

EXECUTIVE PRODUCER – longform entertainment

Dylan's Run, a documentary feature about Dylan Glenn, a young, black Republican politician, running for a congressional seat in the most racist district in the South, has played in several prominent film festivals.

Showboy, a “faction” film released theatrically by Regent, blurs the line between reality and fiction. With a budget made possible by the support of the marketing departments of several Las Vegas casinos, this “advertainment” film tells the story of a writer/producer on “Six Feet Under” who decides to follow his dream of becoming a showboy in Las Vegas.

Projects for television have included a live concert in Grand Central Station with *Carly Simon* for Lifetime and a films about the bands *Green Day* and *Oasis* for the BBC.

AWARDS

Tarr's productions have won numerous awards including the Cannes Gold Lion for Advertising; the Palme d'Or of the Milan Film Festival (Independent Feature Film: *Showboy*); Clios; MVPA awards; MTV awards; and AICP awards, where they are on permanent display at the Museum of Modern Art/New York.

PERSONAL

Tarr graduated from Stanford University and lives on Salt Spring Island, British Columbia, Canada in bliss.