

Michael A. Holmes

GO-TO-MARKET · COMMERCIALIZATION · NEW REVENUE LINES

Prairie Village, Kansas | Remote, or hybrid in Los Angeles and Southwest Florida
maholmes913@gmail.com | 816.820.5303 | maholmes.com | linkedin.com/in/michael-a-holmes

Go-to-market and commercialization executive with twenty years building revenue lines that did not exist before. Two businesses built and sold inside one company. A \$35M media network created from inventory already owned. 300% divisional growth and 10x EBITDA expansion from a platform built on an existing services workflow. Enterprise agreements negotiated to signature with every major studio and streamer. International expansion across thirteen markets on three continents, including regional partner networks and in-region manufacturing. Recent work extends into sports technology, applied AI, and brand services.

EXPERIENCE

P3 Global Services

2026 – Present

Growth Executive, Contract · Los Angeles Metro, Hybrid · Brand execution, fulfillment, and digital

- Built the entertainment go-to-market from a standing start for two merged businesses that had no unified commercial approach to studio and streamer clients.
- Leading a new division centralizing marketing across both entities and opening **four new channels** under a gated plan: Creative Agencies, Studio Publicity, Safety Gear for production, and Theatrical Exhibitors.
- Built a cross-sell program converting single-service relationships into integrated engagements, plus an awards and publicity outreach engine into studio, guild, and agency contacts.
- Designed an AI-assisted billing workflow replacing a twenty-day manual invoicing process, with exception handling, reconciliation, and a documented business-rules layer.

EDGE3

Jan 2022 – Jan 2025

Strategic Advisor, Strategy & Business Development · Concurrent engagement · AI sports decision intelligence

- Repositioned the company from an athlete management and scoring platform into an **AI analytics engine** helping college football programs and recruiting families evaluate school fit, moving the product toward a buyer with a budget.
- Defined the player data the engine required and built the initial scoring methodology position by position.
- Built the commercial engine to sell directly into college football staffs; deployed with Division I recruiting programs.
- Led the **IBM watsonx** technology partnership. EDGE3 was acquired by Next League in 2025.

CineSend (a BitCine company)

May 2024 – Jun 2026

Strategic Partnerships · Los Angeles Metro, Hybrid · Secure streaming and digital distribution

- Opened **three new commercial categories** on an existing platform: awards campaign delivery, publicity screening programs, and direct-to-consumer SVOD and PVOD releases.
- Negotiated and closed enterprise partnerships aligning secure delivery, content licensing, and compliance with the **Directors Guild, Producers Guild, Writers Guild, and Critics Choice Awards**.
- Developed multi-channel monetization models connecting distribution with sponsorship activation and promotional partnerships.

Vision Media

Oct 2016 – May 2024

Growth Executive · Los Angeles Metro, Hybrid · PE-backed awards servicing and OTT platform

- Architected and launched a digital-first OTT SaaS platform built on the company's existing studio workflow, increasing divisional revenue **300%** and expanding **EBITDA tenfold**.
- Negotiated to signature multi-year enterprise agreements with **Walt Disney, Paramount Pictures, Warner Bros., Sony Pictures, NBCUniversal, Netflix, Apple TV, and Amazon MGM Studios**.
- Oversaw execution of **500+ awards campaigns annually** across the Academy Awards, Emmys, Golden Globes, and guild ecosystems.
- Led technology partnerships with AWS and Kaltura to modernize delivery; aligned strategy to private equity ownership objectives and capital-efficient expansion.

Cinema Scene

Jan 2005 – Sep 2016

Co-Founder, Marketing & Growth Executive · Overland Park, Kansas · Two businesses built, two exits

Global promotions and supply chain · 2005 – 2011, sold as a standalone business

- Built a promotional business across **APAC, Europe, and Latin America**: Thailand, Singapore, Australia, Hong Kong, Taiwan, China, England, Ireland, Germany, the Nordics, Mexico, Central America, and Argentina.
- Executed **twelve or more global studio promotions annually, roughly twenty countries each**, on a network of regional commercial partners carrying both the selling and the local studio relationship.
- Established in-region manufacturing so product was made inside each market rather than shipped from the United States, removing freight and customs exposure from the model.
- Drove **100% annual revenue growth** across the European, Asian, and Latin American units in their first three years; negotiated licensing with regional offices of Walt Disney, Sony Pictures, Universal Pictures International, and DreamWorks Animation.

Digital out-of-home media network · 2011 – 2016, company sold in 2016

- Conceived and built a DOOH media network inside cinema lobbies the company already occupied, generating **\$35M in revenue over five years**.
- Grew brand advertising revenue **250%** with AT&T, Chevrolet, Disney, Mars, and Verizon Wireless.
- Sourced, negotiated, and integrated programmatic advertising technology into the content management software, unlocking a net-new revenue stream.
- Scaled the platform to **400+ million monetizable impressions annually** across LCD display, video wall, and digital signage.

METHOD

The Next Line™ – Revenue a company can already deliver, from a buyer it has never served. Every company I have worked inside already had its next revenue line sitting in it, and usually nobody had named the buyer, built the channel, or priced it. The next line is not necessarily a new product; more often it is a new buyer. It arrives by one of two routes: an unsold capability the company already owns, or an unserved vertical its existing product has never been taken into.

1. Find the capability that is not sold · 2. Find the buyer who will fund it · 3. Build the channel that reaches them · 4. Build the infrastructure that delivers it · 5. Structure the commercial model · 6. Transfer the operating capability

RELATIONSHIPS

Studios and streamers — Walt Disney · Paramount Pictures · Warner Bros. · Sony Pictures · NBCUniversal · Netflix · Apple TV · Amazon MGM · Universal Pictures International · DreamWorks Animation · Lionsgate

Awards, guilds, and trades — Academy Awards · Emmys · Golden Globes · SAG-AFTRA · Directors Guild · Producers Guild · Writers Guild · Critics Choice · Variety · The Hollywood Reporter

Technology and brand partners — IBM watsonx · AWS · Kaltura · AT&T · Chevrolet · Verizon Wireless · Mars

BOARDS, EDUCATION, AND CERTIFICATIONS

Meadowbrook Park Master Development Board	2025 – Present
Treasurer	
Win for KC, Kansas City Sports Commission	2013 – 2019
Advisory Board	
Master of Business Administration, Magna Cum Laude	
Keller Graduate School of Management	
Bachelor of General Studies	
University of Kansas	

Profound 101
AI Marketing Intelligence Platform
GenAI for Executives and Business Leaders
IBM
AI Fluency: Framework and Foundations
Anthropic