

## **Tim Crescenti**

### **President Small World IFT**

In August 2005, Tim Crescenti launched Small World IFT and within two years, he has already cultivated a reputation for developing quality global entertainment projects and brokering deals with an impressive array of national and international companies. With a diverse clientele base whose interests span from television to board games to documentaries to legendary rock star chat shows to global benefits, Small World has worked with Japan's Nippon TV, Imagination Games, Vin Di Bona Productions, European channel group Viasat, ABC, Fox, UK's Celador International, National Lampoon, ICM and most recently his idol, Fred Silverman. In his time at Small World, Crescenti has negotiated deals with ABC, Sony, Endemol, Distraction, Seven Australia, Mediaset Italy, TNT Russia and Liz Murdoch's UK company Shine, Fremantle and Granada USA among many others. The 2006 sale (and executive producing credit) to US network ABC of NTV's "Master of Champions" made headlines since rarely does something like this happen so quickly.



Before launching Small World, Crescenti was Vice President of International Production for Fox World, where he covered the worldwide roll-out of Fox's expanding roster of international formats including Joe Millionaire, Simple Life, and My Big Fat Obnoxious Fiancée. Tim personally oversaw the breakthrough cultural adaptation of Joe Millionaire in Indonesia. Crescenti also generated new business opportunities for the company, including the establishment of Fox World's first production company in Italy.

Crescenti has a unique blend of creation, development, marketing, production and sales in the international television arena. He has committed the past fifteen years of his life to producing/selling 135 shows in 59 different countries – documentary, game, reality, comedy series, even a film. Whether it is in the big Hollywood studio structure like Sony's Columbia TriStar studios or as a one-man show, he has dominated this odd field of expertise. Just a few people can match the breadth of international production and expertise with such passion. In a humorous nutshell, he is responsible for making the world a better place through the power of television and making the impossible happen. Now with Small World, his focus is finding and brokering international television properties.



Before Fox poached him in 2003, Crescenti was based in London serving as Vice President of International Formats for Sony Pictures Television International (SPTI). He oversaw the company's growing international sales operations, while establishing 28 light entertainment productions within an 18-month period. Tim acquired and introduced such winning formats as Russian Roulette and the BBC 2 mega-hit, Dragon's Den, which recently became BBC 2's highest rated program and most valuable property for Sony International TV.

In 1997 Crescenti joined Columbia TriStar International Television, as Director of International Program Development. From 1997 to September 2001 he was responsible for the development and implementation of light entertainment formats worldwide. During his time spent at CTIT, the format division tripled their production overseas; moreover they doubled the revenue generated by format co-productions and license fees. He also researched and tee'd up the scripted business for Sony in the Feltheimer/Kaplan days that is now their most lucrative revenue stream.

Right out of college, Crescenti's career was "game" for television. He began his entertainment career in 1984 as working for Wheel of Fortune. Concurrently Crescenti worked with Merv Griffin on new program development. In 1986 he moved onto the hit series Love Connection.

In December 1993, Crescenti and his wife Colleen formed Crescenti Moon Productions (CMP). His first CMP project took him to Ethiopia where he produced and filmed the country's first ever concert festival. The event was heralded by Billboard magazine as the May highlight in its 1994 year-end review. Upon his return, Crescenti produced Dreamfield, a one-hour ESPN special hosted by James Earl Jones that chronicled the life-changing experiences occurring at the movie site of Universal's Field of Dreams. Dreamfield won the prestigious educational award, the Cine Golden Eagle; moreover, The National Baseball Hall of Fame honored Crescenti with a lifetime honorary membership to the Hall where the documentary plays in the Cooperstown theatre.

Rounding out the years of 1994-97, with Crescenti at the helm of his production company CMP, he was producing specials and segments for clients in the U.S and abroad including ESPN, NBC (Japan), E! Entertainment Television, A Current Affair, the PGA, syndicated television's America's Dumbest Criminals and the game show Bzzz! He also traveled to Malaysia where he consulted and held production classes for Astro TV, followed by forming an investment company to produce the PBS documentary The Great Bike Ride across America. Crescenti returned to Malaysia in 1996 where he was the American producer on Golden Dreams, an international adventure series for TVE Malaysia. The film world beckoned briefly as Crescenti consulted on the award-winning documentary film Pop & Me that chronicled a six-month journey around the world of a father and son.

## **Contact**

Small World International IFT · 23360 Valencia Blvd, Suite E · 91355 Valencia, CA · USA

T: +1 661 254 35 35

timcrescenti@smallworldift.com · www.smallworldift.com

---