

The Shindler Perspective, Inc.

Marty Shindler, Chief Executive Officer

Marty Shindler has worked in and around the entertainment industry for over thirty years including hands on management roles at companies such as 20th Century Fox, MGM, Lucasfilm's Industrial Light & Magic and Kodak's Cinesite.

Mr. Shindler has also worked twice at Coopers & Lybrand (PriceWaterhouseCoopers), starting in the audit practice in the Boston office and later in the Los Angeles based entertainment practice in a quasi audit and consulting role.

It was 1979 while Shindler was on the audit staff of C&L Los Angeles when he received a call from a search firm for a position that opened when Lucasfilm hired the head of the department to be their new CFO, causing a department manager to be promoted and thus leaving an opening for which Marty Shindler was hired. The Lucasfilm connection would later prove to be serendipitous.

Thus Shindler joined 20th Century Fox in the Financial Reporting department, the department responsible for tracking and reporting the profitability of the company's film slate and related financial management and analysis, thus providing Shindler with deep insight into the economics of the movie business.

Two years later, Mr. Shindler became the head of the department with additional responsibility for Distribution Accounting, becoming involved with the dynamics of the distribution/exhibition relationship.

After a short stint at MGM, Shindler returned to Fox as Controller of Studio Operations, the group responsible for the entire backlot and studio support infrastructure. In this role, he served on the Board of Managers of CBS/Fox Studios, the studio currently known as CBS Studio Center.

Legal counsel at one of the large independent production and distribution companies at the time, recruited Mr. Shindler to join the company to help professionalize some of their operating departments. It was here that he learned that he could be successful at analyzing a company's challenges, provide implementable recommendations for improvement and in the end, supervise the execution of those recommendations.

In 1987 Marty Shindler returned to Coopers & Lybrand. Given the most recent problem solving experience, he was hired in a quasi consulting and audit role. During this time, Shindler learned that Lucasfilm was seeking new auditors and he was able to get the firm on the list of contenders, the next link in the Lucasfilm connection.

The firm won the competitive bid and Mr. Shindler became the Manager on the account. Fast growing Industrial Light & Magic had won seven Academy Awards and four Technical Achievement Awards but was in need of professionalizing its business practices. Shindler was assigned to the consulting team that analyzed the ILM operations. He later joined the new management team that was forming to take ILM to the next level in its growth curve and to be involved in the implementation of the C&L recommendations.

This became the next link in the Lucasfilm – Shindler cycle of events and Shindler was responsible for such functions as accounting, finance, business affairs, purchasing, and computer support (the nascent CGI infrastructure team). It was during the time that ILM was undergoing a major analog to digital transition and Shindler was heavily involved in the development and analysis of the capital expenditure requests, presenting many of the ROI analyses to the corporate management team at Skywalker Ranch.

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In his last year at ILM, Shindler was also responsible for managing the Camera Engineering Department.

Following several years at ILM, Mr. Shindler first consulted with and later joined Kodak's digital start up, Cinesite, but not in a financial role, but as VP Sales & Marketing, due in large part to his knowledge of the digital process for production, post production, and visual effects.

It was during this time that Marty Shindler saw a market opportunity with the many digital start up facilities in the industry, recognizing that many would need the kind of consulting services in which he was involved at C&L, albeit on a smaller scale.

For the past 16+ years, The Shindler Perspective, Inc. a husband and wife consulting team, has been providing a range of services to companies in the entertainment and entertainment technology industries, including many projects in visual effects, camera technology and in recent years, various consulting assignments in the nascent 3D stereoscopic industry and cloud computing and storage.

He has also been prolific in various speaking engagements at such industry conferences as the National Association of Broadcasters (NAB), Digital Hollywood, Creative Storage, Storage Visions, The Previs Society and others.

The engagements have also included numerous sessions on the topic of 3D for such industry organizations as the Consumer Electronics Show (CES), the Directors Guild (DGA), the Entertainment Technology Center of USC, Variety's 3D Entertainment Summit and Digital Hollywood.

International conferences have included KIPA (Korea IT Promotion Agency); Daegu (Korea) IT Industry on behalf of UCLA and Keimyung University on the topic of Entertainment Business Management; The 2nd China (Nanjing) International Software Product Expo on the topic of Global Trends in Computer Animation and Software Tools and Broadcast World Wide in Seoul on the topic of the Entertainment Business from the Hollywood Perspective.

Marty Shindler and his wife Roberta Shindler live in the San Fernando Valley. They have two grown children, Michael, who earned his PhD in Computer Science from UCLA, and Perri, a hospitality management graduate who is now a dining room manager at an upscale restaurant in LA.