

Motion Theory

JAVIER JIMENEZ – STATEMENT

Having served on the AICP Digital Board since its inception and on the National Board for the last two years, I am dedicated to continuing to help shape the evolving and growing role of the AICP. I know how important service to our community is and how our production community cannot grow, evolve, or thrive without the dedicated contributions of board members.

In creating two companies over the past 16 years, Motion Theory & Mirada, I feel that I have both unique exposure to and great varied experience in end-to-end production; as well as the evolving transmedia landscape. Between the two companies I helped build, I have enjoyed working on the most traditional and extensive shoots around the world; as well as on cutting edge technology projects and experiential installations that don't yet fit into prescribed boxes. Yet with all that variation in work-flows, client bases, media streams and executions; the thing that is consistent and will always be, is that nothing we do is any good unless it has great storytelling at its core.

There is no doubt that there are more media streams than ever to manage and create content for. Our community is the best suited to create content for all those streams. But not without continuing to grow and diversify our membership. The AICP has a big challenge at its hands: that of growing and evolving our proposition values to attract more diverse production skill sets. In my opinion, the AICP needs to achieve new and evolving relevance in the varying world of content creation.

Thus, my hope and mission is to make sure that the AICP develops new relevance and figures out additional and new proposition values that will modernize and diversify the membership. Having been on the AICP Digital Board since its inception, I believe that I can add insight and value into growing and diversifying our membership.

If elected, I plan to be a very active and energetic National Board member. I also hope to bring a diverse and strong voice to all our practices, standards, protocols and goals. In my opinion the advertising industry is at a crossroads, and we as production companies are in the exact right position to take great advantage of it. The relationships between agencies and their clients are fragile and evolving, and it is our duty to adapt to that. It is also our opportunity to create a new place for ourselves at the table. It is also our obligation to figure this out soon, as the agencies and holding companies are continuing to angle for their place in the production community.

Our industry is one that begs for constant innovation and vision. I look forward to contributing to the battle for growth, evolution and solidifying our position as leaders of marketing and branded content creation.

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JAVIER JIMENEZ - BIO

Javier is Co-Founder and CEO of Motion Theory, an award winning industry leader in commercial production for over 16 years. Mr. Jimenez is also CEO and Co-Founder of Mirada, a visual effects, post production, and animation studio whose founders include famed-director, Guillermo del Toro, Academy Award winning cinematographer, Guillermo Navarro, and Grammy winning director, Mathew Cullen. Javier steers the studio's development, cultivating its creative teams, managing global sales and marketing, and building client and partner relationships.

With over 20 years in commercial, television, and feature film production, Javier has executive produced hundreds of commercials and music videos at Motion Theory, the company he co-founded with Mathew Cullen in 2000. Motion Theory is a creative home for directors with a sharp visual and narrative focus; ranging from award-winning veterans to emerging filmmakers.

Javier has been a director of AICP's Digital Board since the board's inception, and has served on the Curatorial Committee for the AICP Show. As well, he has been on AICP National Board for the last two years.

He's contributed award-winning projects recognized by the AICP, the Art Directors Club, the Grammys, D&AD, AIGA and the Clio. He was invited to a position on the Chicano Studios Research Center Advisory board at UCLA, and was profiled in LA Weekly as one of the most influential Los Angelenos.

Javier received his bachelor's degree in Communications Studies at UCLA. In addition to returning to his alma mater as a guest lecturer, he has been invited to speak at universities, seminars and festivals, nationally and internationally, for organizations including AIGA, Resfest (Italy, NY, and LA), Semi-Permanent (Sydney & Perth), BYU, and LMU.

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