

BRIAN ALEXANDER

West Hollywood, CA

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EXECUTIVE PROFILE

Senior entertainment executive and strategic business & legal leader with deep experience guiding premium film and television content from development through global distribution. Trusted advisor to senior management and creative partners, known for sound judgment, collaborative leadership, and the ability to close complex, high-value deals across scripted, unscripted, documentary, and kids & family programming. Proven record of accomplishment working at the intersection of creative ambition, commercial strategy, and risk management for studios, networks, streamers, and production companies.

CORE LEADERSHIP & DEAL EXPERTISE

- Content strategy, deal leadership & greenlight support
- Film & television financing, distribution & partnerships
- Talent, rights & IP-driven transactions (artists, estates, producers, writers, directors, on-camera talent)
- Studio, streamer & production company negotiations
- Joint ventures, co-productions & first-look arrangements
- Risk assessment, problem solving & executive decision support
- Cross-functional leadership with creative, production, finance & marketing teams

PROFESSIONAL EXPERIENCE

UMG / POLYGRAM ENTERTAINMENT — Santa Monica, CA

Senior Vice President, Business & Legal Affairs | Oct 2019 – Dec 2025

Vice President, Business & Legal Affairs | Oct 2017 – Oct 2019

Senior business and legal executive for Universal Music Group's global film and television operations, leading deal strategy and execution for Polygram Entertainment and film/TV initiatives across multiple UMG labels and production entities.

- Served as the primary deal lead for UMG's scripted, unscripted, documentary, animated, and kids & family slate, partnering closely with senior creative, music, and corporate leadership.
- Negotiated and structured development, production, financing, and distribution agreements with major studios, streamers, producers, and talent representatives.
- Advised executive leadership on IP exploitation, catalog strategy, rights management, and long-term content value across film, television, and emerging platforms.
- Oversaw end-to-end deal execution, balancing creative goals with budget discipline, risk mitigation, and commercial outcomes.
- Acted as a cross-company connector between music, film, television, and corporate stakeholders to unlock new content opportunities and partnerships.

Selected Projects

Zoey's Extraordinary Playlist (NBC); The Bee Gees: How Can You Mend a Broken Heart (HBO); The Beastie Boys Story (Apple TV+); Stax: Soulsville USA (HBO); Selena y Los Dinos (Netflix); Man on the Run (Amazon)

In Production / Development:

The Greatest (Amazon); Bob Marley (Netflix docuseries); Ozzy & Sharon (Sony); Fight the Power (MGM)

DISCOVERY COMMUNICATIONS — Los Angeles, CA

Vice President, Business & Legal Affairs | Aug 2015 – Oct 2017

Senior leader supporting TLC's unscripted and lifestyle programming portfolio.

- Led negotiations for talent, production, and co-production agreements across domestic and international series.
- Partnered with network leadership on franchise strategy, rights management, and brand extensions.
- Supported high-volume production slates while maintaining consistent deal standards and risk controls.

Selected Series: Little People, Big World; OutDaughtered; 90 Day Fiancé; Dr. Pimple Popper; Trading Spaces

VIACOM (Paramount) — Los Angeles, CA

Vice President, Business & Legal Affairs | Sept 2011 – Nov 2014

- Led deal negotiations for original series, specials, and acquisitions across multiple networks.
- Supported programming, development, and production teams from development through delivery.
- Helped evolve unscripted deal models for multi-platform distribution and emerging digital outlets.

Selected Programming: Basketball Wives; Candidly Nicole; I Heart Nick Carter

MAGICAL ELVES, INC. — Hollywood, CA

Head of Production Legal | Apr 2009 – Sept 2011

- Built and led the company's production legal function during a period of rapid growth.
- Negotiated all series, format, and production agreements with major U.S. networks and platforms.

Selected Series: Top Chef; Top Chef Masters; Top Chef: Just Desserts; Work of Art

DISCOVERY COMMUNICATIONS — Los Angeles, CA

Director, Business & Legal Affairs | July 2005 – Dec 2008

- Supported business and production operations across a broad unscripted slate.

Selected Programming: Jon & Kate Plus 8; LA Ink; Miss America; Flip That House; 10 Years Younger

EDUCATION

Florida State University College of Law — Juris Doctor, with honors

Florida State University — B.A., English Literature

BAR ADMISSION

Admitted to Practice in California