Michael Cruz is the Director of Digital Programming at Robert Kirkman’s Skybound Entertainment where he serves as an executive producer on non-traditional/new media content and oversees Owned and Operated content for Skybound’s own digital presence and associated verticals.

Prior to Skybound Entertainment, Cruz was the Head of Youtube Programming at Whalerock Industries fka BermanBraun where he oversaw a team to build online communities and programming for premium channels Cinefix, Tasted, and Anime Vice as well as working closely with the team for Adam Savage and Jaime Heineman’s Tested.com platform. In his two years there, the O&O network garnered over 3 Million Subscribers and received over half a billion video views. Cruz has worked in various facets of production and development, but primarily directing and writing commercials, documentary, music videos, and independent features both locally and internationally; specializing in delivering high quality at a low cost. His first film made with the support of the UN toured to 11 developing countries and brought in close to 2 Million Dollars for charities local to Micronesia.

He graduated from Pomona College with a B.A.s in Critical Media Studies, Theater Production, and Comparative Religions and from Chapman University with an M.F.A. in Film and Television Directing. He also trained closely under the mentorship of Award winning screenwriter David Ward.

**Program book ver.**

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