

humble

To AICP General Members:

My name is Mark Kovacs and I've been Humble's east coast Executive Producer for the past two years. Prior to that I was a global line producer for 20 years. I am also a DGA First Assistant Director. Recognizing that our industry is at a crossroads and that this is a critical time, it is my wish to contribute towards creating the solutions for how our industry sustains, and successfully moves forward.

When the AICP joined forces with the AICE, it was a giant step in the right direction. Partnering with another measurable industry force can only strengthen us as a single group, working together. Live action production can't exist without post production, and the same holds true the other way around. It's only natural we work as a team in this fluid production economy.

Regularly, I get client requests for more production but for less money, where to take a shoot offshore to meet budget constraints, or how to produce an underfunded project for an "all in" price. I'm often asked to bid against in- house, agency-production divisions. The AICP offers a forum where we can collectively discuss how to approach these and other challenges, so that as a group, we become the strongest voice in our industry.

New methodologies, agency/client expectations, and myriad production hurdles emerge and change daily, and we must embrace these changes, but not without a thorough and healthy conversation amongst our peers before deciding how to move forward. To do this, we need the support of each other. As an AICP board member, it's exciting to marshal and navigate through changes and developments, and to offer guidance. All, with a group who shares the same passion.

I'd be honored to continue to offer my knowledge, my experience, and my advice to the scenarios and topics put before the AICP/AICE. Seasoned eyes to the group, with a global perspective. It's a leadership opportunity within our industry, that I will embrace with honor for a second term.

Best,



Mark Kovacs
Executive Producer - Humble TV

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Mark Kovacs

Mark Kovacs is an accomplished producer and a veteran of the commercial production industry, having worked all over the world for brands including Chevy, Cadillac, Audi, BMW, Verizon, AT&T, TJX, Procter & Gamble, and more. He cut his teeth at One Such Films, moving through the ranks from production assistant to ultimately head of production and line producer; he later embarked on a successful long-term freelance career working as both a line producer and first assistant director. During that time Kovacs also owned his own production company Commercial Vehicle Productions, which managed global projects for Jaguar, among others. He began working with Humble on a freelance basis in 2010 and came on as a full time staff Executive Producer in November of 2016.