

DAVID PRITIKIN

Two-Time Primetime Emmy Award Winning Executive Producer : Content and Media Executive

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EXECUTIVE SUMMARY

As a producer and network executive, I have helped turn unlikely ideas into global entertainment franchises by focusing on stories that audiences genuinely connect with. We turned sixteen strangers stranded on a deserted island into the global television phenomenon *Survivor*, helped millions root for unknown singers chasing their moment in the spotlight on *The Voice*, and brought the dangerous high-stakes world of Bering Sea crab fishermen to life in *Deadliest Catch*. Each of these series went on to become the number one show on their networks and grow into enduring global franchises. Today *Survivor* has expanded into more than 230 seasons across 50 international territories, *The Voice* has launched over 150 global versions, and *Deadliest Catch* reaches audiences in more than 150 countries worldwide.

From producing landmark franchises at Mark Burnett Productions to launching and leading unscripted divisions across the industry, I have focused on connecting storytelling with strategy and building the conditions for ideas to scale. Over the course of my career, I have led teams that developed and produced thousands of hours of programming across top networks, streamers, and digital platforms while guiding projects from concept and pitch through production and global distribution. I have partnered with executives, platforms, and brands to expand storytelling across formats and audiences while aligning creative ambition with audience strategy and commercial performance.

My work has always lived at the intersection of creativity and business, balancing compelling storytelling with operational discipline and long-term franchise value. The goal is simple: build stories that resonate with audiences while creating brands and intellectual property that grow, travel, and endure.

My perspective is rooted in connecting strategy to purpose, creativity to performance, and organizations to their next stage of growth. My goal is to build what endures: brands that connect, teams that inspire, and ideas that create lasting value. And if the work makes people smile along the way, that is usually a good sign we are on the right track.

PROFESSIONAL EXPERIENCE

Unstructured Productions : Executive Producer and Founder

Los Angeles, CA | 2022 to 2026

Founded a boutique content studio creating premium unscripted, branded, and short form digital content while driving business development through original concept sales and strategic brand partnerships.

- Partnered with agencies, CMOs, and brand leaders to translate marketing objectives into premium story-driven content, branded entertainment campaigns, and short form social programming.
- Led business development and sales efforts, pitching original concepts and branded storytelling initiatives to networks, platforms, and brand partners.
- Led development and production from concept through delivery, collaborating with creative teams, networks, streaming platforms, and digital outlets to bring story-first content to market.

Red Bull Originals : Head of Unscripted, North America

Los Angeles, CA | 2020 to 2022

Launched Red Bull's first North American long form unscripted division, expanding the brand from short form digital storytelling into premium documentary and series programming.

- Oversaw internal development and acquisitions while building a scalable production pipeline aligned with Red Bull's global brand and audience strategy.
- Partnered cross-functionally with brand, marketing, and creative leadership to translate Red Bull's mission into premium cinematic storytelling.
- Recruited and led a senior creative team while overseeing budgets, production strategy, and partnerships with agencies, brands, and creators.

Anonymous Content : Head of Unscripted

Los Angeles, CA | 2015 to 2019

Founded the company's unscripted division and expanded Anonymous Content's presence in premium nonfiction storytelling.

- Executive Produced Flint Town for Netflix, a critically acclaimed documentary series recognized for its cinematic realism and cultural impact.
- Developed and sold original projects to major networks and streaming platforms, expanding the company's nonfiction slate and revenue opportunities.
- Partnered with directors, showrunners, and creators to develop premium documentary and unscripted storytelling with both creative distinction and commercial appeal.

Discovery Channel : Senior Executive Producer, Current Programming and Development

Los Angeles, CA | 2010 to 2015

Oversaw flagship nonfiction franchises and helped expand Discovery's programming through multiplatform storytelling and franchise growth.

- Oversaw hundreds of hours of programming including Deadliest Catch and Bering Sea Gold, two of Discovery's highest rated and longest running series.
- Led creative and production strategy across multiple series, expanding franchise value through digital extensions, companion programming, and multiplatform audience engagement.
- Partnered with marketing, PR, legal, and finance teams to guide programming from development through launch while supporting network revenue and audience growth objectives.
- Mentored showrunners and creative executives while evaluating development pitches from leading production companies and shaping high potential concepts for Discovery's programming slate.

Mark Burnett Productions : Supervising Producer

Los Angeles, CA | 2000 to 2009

Helped shape two of the most influential reality franchises in television history through story architecture and production leadership.

- Produced global hit franchises Survivor for CBS and The Voice for NBC, two of the most successful and globally adapted unscripted formats in television history.
- Led creative teams across story, field production, and post production to craft emotionally compelling narratives for large scale competition series.
- Partnered with network executives and production leadership to develop season arcs and character driven storytelling that strengthened audience engagement and franchise longevity.
- Oversaw production units and editorial teams to ensure consistent storytelling quality and delivery across multiple seasons.

AWARDS AND RECOGNITION

Primetime Emmy Award Winner : Two Awards Best Reality Program

Primetime Emmy Award Nominations : Five

Recognized for work on globally successful franchises including Survivor, The Voice, and Deadliest Catch.

EDUCATION

University of Hartford

Bachelor of Arts : Communications