

# Ron Carroll

DEVELOPMENT EXECUTIVE  
SERIES PRODUCER/SHOWRUNNER

## CONTACT

Manchester-based

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## BACKGROUND

I work across a range of genres and platforms, creating content for the likes of Netflix, BBC and UniLad, on zoom or in the room!

I began my TV career as a researcher on ITV's This Morning before joining Two Four. I then moved to North America to produce talk shows for Warner Brothers.

I went on to work as a freelance showrunner/series producer, with expertise in series development, launches and fixes.

Working under my production label, Fact & Friction, indies now hire me to shape up show concepts from their initial outlines. I am a "go to" for cost-effective creative guidance and support, working directly with in-house teams or independently. I have good US network contacts.

I create pitch decks, show bibles, pilots and other presentations, establishing the structure and style of new factual entertainment, reality and doc-series for TV and Digital.

I also create my own formats, and especially like shows that have Heart, Humour and Hope, and have had ideas placed in paid development or greenlit for series.

I am a British Citizen and a Canadian Citizen. I possess an O-1 visa for the US, allowing me to continue to "cross the pond" for development and production projects.

I am a long-serving Juror for the International Emmys, New York, and recently the Canadian Screen Awards and British Royal TV Society Awards. I am a member of the Non-Fiction Authors' Association, and have been accepted into the International Association of Professional Writers & Editors (NYC). I am a TED Talk inline Discussion Host.

In 2021, I was commissioned to create 10 short films about the art of "unscripted" television, for Toronto Film School.

Screen Yorkshire and Channel 4 invite me to run story development workshops at York University and Leeds Trinity University.

## CURRENT

DEVELOPMENT CONSULTING & STRATEGY  
River Rock Films, Los Angeles/Toronto

SALES & ACQUISITION STRATEGY  
EagleVision Media, Sidney, Luxe Entertainment, LA

FORMAT CREATION  
Business Competition format and Show Bible for well-known YouTuber, Los Angeles/Vancouver

## MOST RECENT

FORMAT FOR SOFTLY-BRANDED LIFESTYLE SERIES,  
Development Consultant, Makers for Corona Beer, Toronto  
(Sept 2023)

FORMAT CONSULTING: Freemantle UK (July 2023)

COMPETITION FORMAT DEVELOPMENT & PITCH DECK,  
Frantic Productions, Toronto.

COMPETITION FORMAT DEVELOPMENT & PITCH DECK,  
Paramount USA/Makers, Toronto

## 2022

DEVELOPMENT CONSULTANT: Little Bird Films. A 4-month contract to strengthen the company's development slate, heading up outreach to broadcasters and streamers in the UK and USA.

FORMAT DEVELOPMENT & PITCH DECK Woodcut Media, UK

REGIONALISING "Biggest Ever Show" format American Song Contest for Canada. NBC Universal/Eurovision/ Great Pacific Media, Vancouver.

FORMAT DEVELOPMENT: Original, featuring a Real Housewives of Cheshire personality.

HORRIFIC TERRIFIC! Original competition format being shopped in partnership with Departure Films, New York.

NICOLAS CAGE PROJECT  
Format Development, Deck re-working and pitching Network with the production company.  
Alaska TV, London, for History US.

## 2021

BIG, PROUD PARTY AGENCY  
Series Producer for Alley Cats TV/ BBC3, Manchester.

KEYS & CHEMISTRY  
Creation of Format and Pitch Deck for comedic dating show.  
Just For Laughs, Montreal/Los Angeles.

## September 2020

CASH BOX. Original business competition format, which is being shopped under a deal inked with Catalina Content, the new LA production label backed by Sky Studios.

### DR. CATHY'S SIX-DAY SEX FIX

Original Health and Relationship collaboration being pitched in USA, with talent from Donna Cardellino Productions.

### THE TOWN THAT CHANGED OVERNIGHT

Original reno show. A town that's seen better days is magically transformed while most are asleep.

### SLAMMED

Original format for a Poetry Competition series.

### THE TREE

Original concept: A transformative series that unites the community at a time when we are more disconnected than ever.

### ONE LAST CHANCE

Created Pitch Deck and Mini Show Bible for Open Doors Co. in Toronto. Documentary series about a program that matches out of control teens with unwanted dogs.

## August - June 2020

### HOME BOYS, AMERICAN DESIGN MASTER, UNDER ONE ROOF & STAY NOT STRAY

Co-Developed and wrote pitch decks for several reno series based on talent and concepts from Maria Farano Productions, Toronto.

## June 2020

### RACE AGAINST THE TIDE

Created Pitch Deck and Show Bible for sand sculpting competition series, for Marble Media in Toronto. Based on their overview, I fleshed out format, production and set elements. Series was later green-lit by CBC TV.

### KILLER SEDUCTION

Re-worked and re-scripted the rough cut for a new crime series. Efran Films Toronto & NY for Oxygen US.

## May 2020

### WITZ & MARBLES

Show Bible and Sample Script for pre-school series pitching and finances for Kash Content, Toronto.

### WEAPON OF CHOICE

Show Format and Show Bible for Marble Media, Toronto. Competition series where three competing teams each recreate an ancient armament, for History USA.

### GET STUFFED

Consulted on the pitching of a taxidermy competition series for Barcroft Studios, London, assessing likely interest from Netflix US Execs before it was pitched.

### BACK OF HOUSE

Seasons 1, 2 and 3  
Showrunner, Casting, Story-shaping. Award-winning Digital Doc-Soap about casino staff. Primal NY for Mohegan Sun Resort.

## 2019

### DANCE SHOW FORMAT

Created two versions of a competition show about people who can't dance, based on Network brief. Working title was "Can't Dance Canada" I rebranded series as "Dance Flawed," wrote formats and show bibles; Glossy Floor and Location-filmed follow-Doc. versions. Bell Media & Group M.

### SIDE HUSTLE SUPERSTAR

Created two versions - one follow-doc, the other competition - centered around talent found by 4 East Media, Toronto.

### MOTOR CITY REHAB

Created format, pitch deck and show bible for a business competition series with talent already attached. Worked to a brief outline from East 4 Productions, Toronto. Also reversioned concept to work as a follow-doc series, as a pitching option.

## 2018-2016 Selected Titles

### ICE BREAKERS

October Films in New York/London asked me to take an ice sculpting competition series to the next level, ahead of them pitching. Wrote new deck, added character, design and production elements.

### BLOWN AWAY

This series was greenlit ahead of a confirmed format, based on the idea of a glassblowing competition with episodic eliminations. As Showrunner/Series Producer, I crafted the format beats, established design and production elements, tone and style, to make the series "visually thoughtful" and breathable, yet maintaining the urgency of competition. I was also involved in casting, finding the presenter and experts, scripting, story editing specific episodes and overseeing story team edit bays, sound mixes and color corrects. Marble Media for Netflix and Blue Ant.

### TRUCKER WARS

Created a format and show bible based on the prod-cos original outline. Cream Productions, Toronto, for Discovery US.

### A COLONEL'S LIFE

Consulting Producer, Casting, Story-shaping and Scheduling filming in Kentucky for two softly branded comedic docs for UniLad London in partnership with KFC/Yum!

### CAMP FIRED! & GLAM SLAM

Co-Developed Camp Fired with team; Created format from an outline and title/branding for makeup battle series and show bibles for Entertainment One, Toronto

### TINY PORTIONS

Original Show Format where kids turn their homes into a Restaurant, that was shopped by Departure Films, New York.

### THE FELICIA SHOW

Co-Exec. Producer, Scriptwriter Food/Talk pilot, Chicago, with Steve Harvey talent, for Picture Tube Productions, LA.

### HIGH EXPECTATIONS

Food Competition Format. Development Consultant for North America- Nerd London, including introducing the format to Vice.

## 2016

### GAME OF HOMES

Series Producer, Casting Director, Writer. Brought in to fresh-up Season 2 of this reno competition show for Corus/HGTV/FYI

### EMERGENCY

I was invited by the network, Corus Entertainment, to rework a blue-light series that was already in the edit. As Creative Executive, I worked with edit teams to reformat the episodes, adding stakes, jeopardy and humour, so it look viewers on a tears and laughter journey. The series was later nominated for a Canadian Screen Award.

## 2015-2007

### THE PEOPLE'S COUCH (GOGGLEBOX) All3Media format.

Series Producer/Showrunner/Writer. for Canadian version. THA Media for Bell Media.

### EMPLOYABLE ME

Scriptwriter, Season 1, hired to establish the tone and style. THA Media Toronto for AML.

### FIX MY FRANCHISE

Co-Developed business competition format that was placed it paid development by Corus Entertainment. Wrote Format, Produced and Directed mini pilot. Presenter was CEO of 1800-Got-Junk

### BE THE BOSS

Food Competition Show, All3Media format. Series Producer, Writer, Location PD. THA Media, Toronto.

### UNDERCOVER BOSS

All3Media format. Series Producer/Showrunner, Writer (40 episodes), for Canada and the US.(aka Undercover Boss Abroad for TLC and OWN.) for THA Media, Toronto

## Others, 2007 and earlier

### PLANET SOAP

VP of Development, AJE Productions, Toronto  
Original concept greenlit for series for ABC SoapNet and TV Tropis, Real Doctors, Shrinks and Specialists confront America's out of control Soap Characters. Part clip-show. Featured Jerry Springer and Susan Lucci. I also went on to Show-run and script the series.

### NEXT TOP MODEL

Launched the award-winning Canadian version of the show featuring Jay Manuel. Series Producer, Writer, Casting Director, Challenge Creator.

### TYRA BANKS, SHARON OSBOURNE, JUDGE MATHIS, JENNY JONES TALK SHOWS

Senior Producer, show booker, scriptwriter and on record-day Supervising Producer. Warner Bros.

### THE APARTMENT

Executive Producer, Format-Shaper, Casting Director and Writer of the International Emmy nominated series where teams out-reno their rivals to win a home. Sony Asia, Malaysia and Singapore.

## AWARDS & NOMINATIONS

British Royal TV Society: Best Live Outside Broadcast. reunions, surprises: ITV's "Christmas w/the Royal Navy."

UK's Best Business Program, Financial Times/Harold Wincott Award: "The West at Work" with Ruth Langsford.

Academy of Canadian Cinema & Television: Best Unscripted Series: "Next Top Model."

Devised, Executive Produced 1st season of Sony's International Emmy nominated format "The Apartment."

Academy of Canadian Cinema & TV Nominee: Best Writing in a Reality Series category 2013 and 2014.

Academy of Canadian Cinema & TV Nominee: Best Factual Series 2016 "Emergency" (reformatted, re-wrote show as Creative Executive.)

The Diversity Award for Unscripted Programming, MipCom 2017, Cannes, France, for "Employable Me."

Rockie Award for Best Lifestyle Program, Banff World Media Festival 2018 for "Employable Me."

2018 American Telly Awards: Excellence in Branded Content, and also Best Cinematography for the digital doc-soap series "Back of House."

2019 American Annual Communicator Award (as writer) Mohegan Sun's Back of House digital doc-soap for Primal NY.

2019 American Telly Awards: 3 Awards for Excellence & Gold Award for Tourism Branded Content and General On-Line.

2020 Nominee - Best Reality Series Academy of Canadian Cinema & Television, for Blown Away.

2020 Nominee - Banff World Media Festival "Best Competition Series" for Blown Away.

2022 Nominee - Rose D'Or Award, Best Multiplatform Series for BBC3's Big Proud Party Agency.

## DEEP BACKGROUND

Began TV Career with Two Four Productions in Plymouth UK.

Former Researcher, ITV's daily live show This Morning.

Former Senior Development Producer, Lifestyle, with Shine London, and Series Producer of their live daily talker for Sky One, The Russell Grant Show.

Graduate Certificate in Journalism. (Britain's National Council for the Training of Journalists.)

Former Print, Radio and Magazine journalist in UK.

BA Hons (English & Media) Edge Hill University, UK.

"It was great working with you. I hope we get to do it again soon."  
Lou W.  
Netflix | New York

"We're so very excited for the launch of Blown Away on the service.  
Can't wait for the world to watch. Great working with you!"  
Emily B.  
Netflix | Los Angeles

"I can't thank you enough for your work on this project. Cheesy, I know, but so true."  
Chris G.  
UniLad | London

"You are such a creative, solid, tv craftsman. Thank you for bringing to life our vision."  
#justforlaughs #comedyformat  
Isabelle B.  
Just for Laughs | Montreal, Los Angeles

"You did an outstanding job with the video lectures."  
Toronto Film School/ Yorkville University

"You've really brought the idea to life and made it feel  
focused and contained within a 6 part format."  
Chris F.  
Alaska TV London for History US

"It's been great having you at the helm, driving ideas. You've been such a joy to work with and  
your energy, enthusiasm and expertise has been enlightening! "  
Tammy K.  
Little Bird Films

"Thanks Ron, for your fine work."  
James H,  
Freemantle UK

"I'm very much enjoying watching the cuts for  
Big Proud Party Agency. Thanks for all your great work on the series."  
Clare M.  
BBC3

"You're a class act!"  
Jeff C, President, Sky-backed Catalina Content, Los Angeles

"Congratulations on an amazing show. Thank you for your leadership."  
Matt H, MarbleMedia, Toronto

"I worked with Ron on several successful original series and big formats when I was a network executive  
for 13 years. Ron is passionate about every project he works on and is so talented in heightening the  
entertainment value of each show. These days, we collaborate on projects as co-producers and  
I'm continuously wowed by Ron's writing abilities and his creativity in developing new show concepts  
& formats. To top it off, he's a decent person with integrity... and big belly laughs.  
A joy and a pleasure to work along side Ron."

Maria F.  
Production Executive, Canada & USA