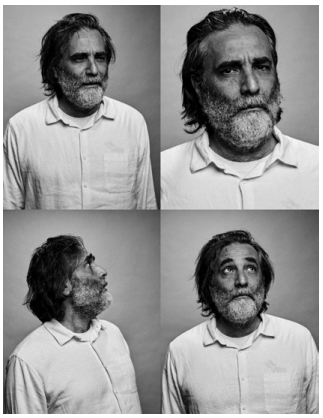
VP EXECUTIVE PRODUCER

Hi there, *I'm Dan.*



Ideas into experiences.

I lead production for Anheuser-Busch InBev, Hyundai, and Spotify at Omnicom Productions. I have worked in extraordinary places, collaborated with exceptional partners, managed major client accounts, and led production craft at Deloitte Digital's New York office.

RECOGNITION

In 2025, Dreamcaster became the most awarded campaign in the world and earned an Emmy Award for Digital Innovation.

Our work has received Grand Prix, Pencils, Golds, and other top honors across Cannes Lions, D&AD, The One Show, ADC, and The Clio Awards. We have been shortlisted for Cannes Lions Innovation for three consecutive years.

Personally, I have been recognized among The One Show's Top 10 Executive Producers globally for three consecutive years.

Let's talk.

farb@dnaideas.org

+1 646 808 4217

Full portfolio and résumé: danielroversi.com

PRODUCTION / FILM / TECHNOLOGY

People. Technology. Possibility.



MICHELOB ULTRA

Dreamcaster

We developed an AI-powered multisensory system that enabled a blind fan to provide live commentary during an NBA playoff game on MSG Networks. The activation was broadcast live during the game and expanded into a 20-minute documentary that aired on MSG Networks and screened in theaters.



HYUNDAI

The School of Football

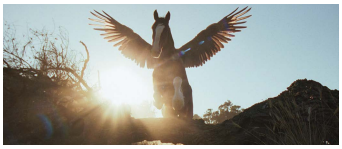
For Hyundai's FIFA World Cup 2026 partnership, we led a global collaboration with BBDO NY, Boston Dynamics, and Nepyru to train Atlas through football. ML engineering, documentary filmmaking, and influencer content culminated in the original Ghost Rabona move and a multi-platform global launch.



MICHELOB ULTRA

Lap of Legends

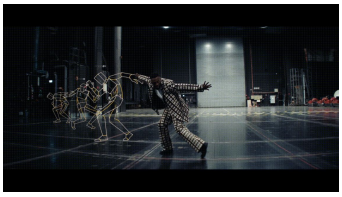
With Williams Racing and The Mill, we developed an AI-powered system combining augmented reality and real-time positional tracking, enabling a race between a real Formula 1 driver and the virtual legends of Williams. The engineering journey and race became a one-hour special on BBC America.



BUDWEISER / SUPER BOWL LX

American Icons

A special opportunity to work on Budweiser's Super Bowl LX commercial. With this film, we won the USA Today Ad Meter's top position for the second consecutive year.



SPOTIFY

Tunetorials

We transformed media education into music: a six-song EP with emerging artists teaching media buyers how to use the Spotify Ads Platform, through a vinyl record, full music videos, and a targeted paid media campaign.

EXPERIENCE

The places along the way.

Current	Omnicom Production VP Executive Producer / via merger
2022–2026	FCB NY VP Executive Producer
2021–2022	Publicis VP Executive Producer
2018–2021	Deloitte Executive Producer / East Coast Production Craft Lead
2018–2019	Havas Freelance Senior Producer
2017–2018	Mother Freelance Senior Producer
2010–2017	KBS+ Senior Producer
2009–2010	Adrenaline Broadcast Production Manager
2008–2009	Latino Media Works Freelance Line Producer
2008–2009	Red Creek Productions Freelance Production Manager
2005–2008	The Vox Collective Agency Producer
2001–2005	Verde Group Freelance Director / Creative Producer
2000–2004	Perfect Image Freelance Cameraman
1999–2000	Metropolitan Films Cameraman
1997–1999	TV Planet Cameraman
1996	Joel Films Production Assistant / Art Department

FAR B RECORDS

Far B Records is a nonprofit label dedicated to amplifying the voices of underrepresented classical composers around the world. Our debut release, Enlaces: The Music of Carlos Alberto Ocando, features Venezuelan musicians recorded across New York, Caracas, and Barcelona. Together, we celebrate artistic excellence while expanding the global classical repertoire through diverse, historically overlooked voices.