

# William Russell Case II

(a/k/a **Rusty Case**)

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Entertainment/Finance/Technology

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## Popular Media Projects:

Developed Technical infrastructure, Digital Data Pipelines, Digital Asset Management, and Digital Imaging Techniques for:

Matrix II & III, Spiderman I, Harry Potter I, Castaway, What Lies Beneath, The Hollowman, Stuart Little, Godzilla, Contact, Starship Troopers, The Ninth Gate, Anaconda, Michael, Phenomenon, City of Angels, Ghost & The Darkness, The Cable Guy, The Craft, The Scarlet Letter, Die Hard With A Vengeance, Judge Dredd, and the NBC/Macy\*s Thanksgiving Day Parades.

IMDb: as Rusty Case <http://www.imdb.com/name/nm0143259/>

## Experience:

### Member and Producer

[Phoenix Independent Film Makers Group](#) (private LLC; 3 employees)

Phoenix, AZ

May 2010 – Present (10 years)

### Media and Motion Picture Production

Producer on a number of low-budget motion pictures with budgets ranging from \$200,000 to \$1,000,000. Have produced the features “Margarine Wars”, “Hatfield & McCoy”, “Aliens From Uranus” and “Girl, Wired.” Additionally have written the features “Green Gold” and “City of Glass”. Additionally function as Writer, Line Producer, First AD and Post Production and VFX Supervisor. Have most recently directed the internet series “KGooG,” have completed VFX work on “Royals Revenge;” and First AD work on “You’re All Gonna’ Die”, “NRI”, an Indian Telugu language film, “Some Nudity Required”, “Anti-Corona Virus”, “House of Quarantine” and “Instant Karma”.

### Producer

[Hungry Coyote Entertainment](#) (private LLC; 4 employees)

Phoenix, AZ

April 2011 – Present (9 years)

### Motion Picture Development and Production

Most recently Co-Produced and Co-Directed the feature motion picture “Girl Wired”, also edited the picture and completed over 400 VFX shots. Additionally developing the feature motion picture: “Fatal”, each with a female-centric heroine. Have produced several shorts and have produced a short series entitled Women with Weapons.

**Producer/Director**

[GCM Media](#) (private LLC; 7 employees)

Phoenix, AZ

June 2016 – Present (4 years)

**New Media Development and Production**

Developing and producing short form content for television and Internet distribution. Most recently wrote and directed 3 22-minute pilot episodes of “KGoog”, a comedic Internet content production facility reality show and developing “That’s So Boulder” a comedic series about Boulderites in Colorado; “Twyla and Me,” a New Zealand wine comedy; and “Redemption, Oklahoma,” a small town faith-based family drama.

**Chief Commercial Underwriter**

[Nautilus Capital Partners, LLC](#) (private LLC; 6 employees)

Manhattan Beach, CA

September 2013 – Present (7 years)

**Commercial Financing**

Work closely with numerous institutional and private lenders to finance Commercial Real Estate Development Bridge Loans and Motion Picture Production. Have participated in over \$18MM in funding. Work closely with Cressida Capital in Los Angeles.

**Producer**

[NIC Entertainment](#) (private Corp; 4 employees)

Los Angeles, CA

March 2009 – 2018 (9 years)

**Animation Development and Production**

Developing multiple animation projects, and have developed and produced several promotional shorts; integrally involved in writing and pre-production budgeting and scheduling as well as post-production sound and post-production editing and visual effects supervision. Most recently produced the animated short “Journey to Shanghai.”

**Producer**

[California Pictures](#) (private Corporation; 12 employees)

Los Angeles, CA

March 2012 – 2017 (5 years)

**Motion Picture Development, Production and Distribution**

Developed a motion picture production company located on the Paramount Lot with integrated post-production, sales, marketing and distribution operations. Creating a production pipeline of SAG Modified Low and Low Budget pictures that require little or no traditional P&A expenditure in order to recoup and generate profit.

**Founding Member and COO**

[Playverse, Incorporated](#) (private corporation; 10 employees)

Los Angeles, CA

March 2011 – March 2013 (2 years)

**On-Line Game Development and Publishing**

Playverse developed, produced and published multi-player role-playing games for the US and International markets.

**Chief Commercial Underwriter**

[Pathway Capital Group](#) (private LLC; 9 employees)

Los Angeles, CA

January 2010 – January 2013 (3 years)

**Real Estate, Business, and Media Financing**

Private equity and capital procurement for commercial real estate developments, hotels, FDIC bank charter purchases, life insurance pools, business startups and media production. Have participated in the coordination of over \$36MM in financing.

**Chief Commercial Underwriter**

[Platinum Capital Group](#) (private LLC; over 100 employees)

Manhattan Beach, CA

September 2008 – January 2010 (1 year, 5 months)

**Commercial Real Estate Financing**

Worked closely with numerous institutional and private lenders to finance Commercial Real Estate Development and Motion Picture Production. Participated in over \$60MM in funding.

**Co-Founder**

[Argus Acquisitions d/b/a Onset Locations](#) (private LLC; 3 employees)

Los Angeles, CA

December 2004 – June 2009 (4 years, 6 months)

**Real Estate and Media Development**

Worked closely with real estate developers and film producers to develop and fund Commercial Real Estate and Motion Picture Media Projects, including film location and studio management of The Linda Vista Hospital in Boyle Heights, Los Angeles and The Seeley Building in Glendale CA. Worked closely with popular TV series such as, The Unit, Monk, Without a Trace, Cold Case, Bones, Numbers, Criminal Minds and The Shield. Scheduled and supervised studio location logistics for over 900 productions in a five-year period.

**Director of Business Development**

[Buena Vista Lofts](#) (private LLC; 15 employees)

Los Angeles, CA

May 2004 – December 2007 (3 years, 7 months)

**Commercial Real Estate Development**

Commercial Real Estate Development of several condominium projects including fundraising and investor relations, design management, entitlement development, construction cash-flow detailing, and legal and accounting direction. Projects include, Buena Vista Lofts-Linda Vista Hospital (400 units), Seeley Lofts (150 units), and Atwater Village Lofts (60 Units). Coordinated over \$100MM in funding.

### **Co-Founder & VP of Channel Development**

[Interval Entertainment](#) (privately held C Corp; 16 employees)

Wellington, New Zealand

May 2003 – May 2004 (1 year)

#### **Telecommunications**

Created, published and distributed branded channels of short form entertainment designed for cell phones and mobile devices, developed proprietary distribution platforms, promotional logic methods, and game engines. Published serialized content and multi-player mobile games into Asia/pacific markets including China, Singapore, and New Zealand.

### **Co-Founder & VP of Strategic Development**

[H3O Media](#) (privately held C Corp, 12 Employees)

Santa Monica, CA

November 2001 – May 2003 (1 year, 6 months)

#### **Information Technology**

Developed advanced e-commerce platform solutions involving permission based marketing and demand chain analytics. Specifically created a “drag, drop, list” application for meal and diet based commerce whereby a user can drag a picture of a meal onto a calendar to create a schedule of meals based on particular dietary requirements and the application produces a shopping list and spiders out to find the best deals across multiple on-line vendors and finally orders the items for delivery with the recipes.

### **CTO for Matrix II & III**

[Eon Entertainment](#) (Time Warner) (public company; TWX)

Venice, CA

September 2000 – December 2001 (1 year 3 months)

#### **Entertainment**

Developed architecture for an advanced Global Digital Asset Management solution including proprietary color management, security, international OC3 connectivity and distribution platform, on stage cross-media multi-camera HD capture and coordination, motion capture, real-time stage-based camera tracking, unique User-View digital asset database interface, and Digital rights Management for Matrix II (Reloaded) and Matrix III (Revolutions). Also negotiated product promotion deals with Nortel, Worldcom, Sony, IBM, Apple, SGI, Network Appliance, Iomega, Hitachi and Dell.

### **Sr. Systems Architect, Technical Director**

[Sony Pictures Imageworks](#) (public company, SNE)

Culver City, CA

March 1996 – September 2000 (4 years 7 months)

#### **Entertainment**

Key architect for the development of the 3000+ processor Imageworks computer facility including core sever and network engineering, and work flow coordination for technical, logistic, administrative and production pipelines. Projects include Ghost and the Darkness, The Craft, The Cable Guy, Michael, Phenomenon, City of Angels, Anaconda, Starship Troopers, Contact, The Ninth Gate, Godzilla, Stewart Little, The Hollowman, What Lies Beneath, Castaway, Harry Potter and Spiderman. Additionally worked as Production Software Engineer and Production Technical Director managing data scheduling and workflow.

*Received Outstanding Teaching Award for Work-flow and Render Pipeline Training for Technical Directors and Supervisors.*

### **Director of Systems Engineering**

[Mass.Illusion/Cinergy FX](#) (privately held; 90 employees)

Lenox, MA

November 1994 – March 1996 (1 year, 4 months)

#### **Entertainment**

Developed visual effects and color management pipelines, stage based computer solutions and systems infrastructure for the projects Judge Dredd, Die Hard with a Vengeance, and The Scarlet Letter. Additionally worked on the VFX development for What Dreams May Come, Eraser, and The Matrix.

### **Founder and CEO**

[Berkshire Morganicus](#) (privately held C Corp, 40 employees)

New York, NY

February 1988 – November 1994 (6 years, 10 months)

#### **Transportation/Wholesale Food Distribution**

International Organic Food and Produce Distribution Company with maximum annual revenue of over \$12MM. Extensive Database and Digital Market Analysis development. Developed Turnkey Digital Invoicing, AR/AP, Product Expediting, Vehicle Tracking, and Warehouse Management System.

### **Assistant to the Producer**

[National Broadcasting Corporation \(NBC\)](#) (public company, GE)

New York, NY

July 1985 – December 1988 (3 years, 6 months)

#### **Entertainment**

Production work for various shows including Saturday Night Live, Sports, and the NBC/Macy\*s Thanksgiving Day Parades. Developed and Implemented a Digital Script Management Pipeline.

**Producer, Writer, Director, Musician, Author**

**Morpheus Media Productions**

July 1982 – Present

**Entertainment**

Novelist, Music Production, Media Production and Intellectual Property Rights Management.  
Produced and sold numerous oil paintings.

**Family Business:** High End Retail Jewelry.

Great Barrington, MA

Developed Skills: Gemology, Jewelry Design and Engraving

**Education:**

**Hampshire College (1982-1986)**

Amherst, MA

**Film Making & Audience Psychology**

Various UCLA Courses (1997-1999) including:

**Unix Internals, C/C++, Advanced TCP/IP and Digital Video Internals**

**Awards:**

**Sony Pictures Imageworks: Outstanding Teaching Award.**

**Published Novels:**

As W.R. Case

**Nano Storm (1996 and 2015)**

**Hydra (2006)**