



# MARK PONCHER

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## Balich Wonder Studio

Project Director

2025

- **Project Director** for the 2025 FIFA Club World Cup. Responsible for Opening Ceremony in Miami & Closing Ceremony in New Jersey

## RoundBoxx Group, Inc

Founder/CEO / Exec Producer

2001 – Present

- Various projects and events around the globe – in person and virtual. Created a full studio to support Virtual events during pandemic. Clients include **Clinton Global Initiative, Clinton Foundation, Airbnb** (Show Director, Airbnb Open Awards), **Disneyland** (Various Projects, Swimming Down Mainstreet, Rose Parade and 50<sup>th</sup> Anniversary “Happiest Faces on Earth”), **First Star** (Children’s charity), **Hollywood Reporter Key Art Awards, Visual Effects Society** (Annual Awards), **California AIDS Ride** (First 2 years), **HRC Annual Dinners**, and the **March for Women’s Rights** on the mall in Washington, DC.

## Sila Sveta

CEO – US Division / Exec Producer

2023

- 6 Month contract build their US operation

## Balich Wonder Studio

Exec Producer

2022

- **Executive Producer** for the 2022 World Cup in Qatar. Responsible for Opening, Closing, & Awards Ceremonies, as well as a nightly water show, VIP receptions, and public artwork.

## Empire Entertainment

COO / Exec Producer

2019 - 2023

- Merged PeakXV Staff and Clients into Empire Entertainment upon death of business partner.
- Clients include **University Games Opening & Closing Ceremonies, Schmidt Futures, Soufan Foundation, Clinton Global Initiative, Hult University / Hult Prize, Third Way Nuclear Foundation, McKinsey & Co., United Nations, Solve at MIT.**

## PeakXV, LLC

Co-Founder/EVP / Exec Producer

2016 – 2019

- Various projects and events. Clients include **Clinton Global Initiative, Clinton Foundation, Project Everyone / Gates Foundation, Huffington Post / OATH, Glamour Magazine, Hult University / Hult Prize, Peterson Foundation, Government of Saudi Arabia (General Entertainment Authority), Third Way Nuclear Foundation, Axios.**

## FiveCurrents, LLC

Sr. Vice President / Exec Producer

2005 - 2015

- Projects / Positions include:
  - **ANOC Awards (Broadcast on NBCSN & Universal Sports) – 2015** – Executive Producer
  - **Special Olympics World Games Los Angeles 2015 Ceremonies (Broadcast on ESPN)** – Executive Producer
  - **European Games Baku 2015 Ceremonies** (Broadcast in Europe) – Head of Production
  - **Clinton Global Initiative** – Producer 2005-09 - Executive Producer – 2009-Present
    - *Including CGI Annual, CGI America, CGI University, CGI International*
  - **Sochi Olympic Winter Games 2014 Ceremonies** – Executive Producer, Handover Segments (for PyeongChang 2018)

- **C40 Mayors Summit Conference / Johannesburg 2014** – Executive Producer
- **Bloomberg Tobacco Control Awards / Abu Dhabi 2015** – Executive Producer
- **Pasadena Rose Parade – Opening and Closing Ceremonies** – 2014, 2015 – Exec Producer
- **Puebla’s 150 Anniversary of Cinco de Mayo - 2012** – Head of Production
- **Pan Am Games Guadalajara 2011 Ceremonies** – Business Producer
- **Pan Am Games Rio 2007 Ceremonies** – Business Producer
- **Rio 2016 Olympic Bid** – Executive Producer
- **Istanbul 2020 Olympic Bid** – Executive Producer
- **Rio de Janeiro New Year’s Eve 2010** – Executive Producer
- **Super Bowl Saturday Night - Concert for NFL** – Sr. Producer

**Discovery Arts Foundation**

**Founding Board Member / Treasurer 1998-Present**

- Discovery Arts is a non-profit organization that brings professional actors, dancers, choreographers, and artists into hospitals to work with children with cancer and other life-threatening diseases.
- Coordinate development of new sponsorship opportunities and programs

**California Switch & Signal, Inc. (CalSwitch)**

**President/CEO**

**1996-2001**  
**VP/Marketing 1990-1996**

- Responsible for \$60MM nationwide electronic component distribution company.
- 5 Direct Reports – VP/Operations, VP/Sales, VP/Finance, VP/Marketing, VP/CIO
- Grew business from \$30 to \$60 Million and from 50 to 290 employees
- Voted #1 Industry Service Rating 10 years running
- Directed and achieved ISO 9002 Certification Program
- Directed and completed sale of company for shareholders in 1999
- Created National Advertising & PR Program – Build CalSwitch brand awareness
- Developed Website - First distribution company to market using the web
- Developed corporate promotional programs, sales incentive programs
- Developed Co-op marketing programs with 100 business partners/vendors
- Developed/Installed CRM & Sales Force Automation system

**Robert F. Jani Productions**

**Project/Production Manager**

**1988-1990**

- Producer / Project Management (budgeting, contracting, scheduling and producing)
- Worked with artists including Bob Hope, Neil Sedaka, Crystal Gayle, Rich Little, Kitty and Peter Carruthers, and Joe Gibbs Charity Show at Kennedy Center for President George HW Bush.

**Bob Hope Cultural Center**

**Construction Project Manager**

**1987-1988**

- Responsible for finish construction of \$22 Million McCallum Theatre at the Bob Hope Cultural Center.
- Conduct dialog between teams of designers, subcontractors and owners
- Produced Grand Opening Celebration - NBC Special "America's Tribute to Bob Hope," with Presidents Reagan and Ford, including Bob Hope, Lucille Ball, and John Forsythe.

**Orange County Performing Arts Center Asst Construction Project Manager 1985-1986**

- Assistant Project Manager for construction of the \$82 Million Center.
- Budget administration; project scheduling, and quality control.
- Bid and analyze contracts for all owner-furnished items, including seating, carpeting, construction cleanup and housekeeping, refreshment facilities, office furniture, and security.
- Production Manager of Grand Opening Celebration with James Whitmore and the Los Angeles Philharmonic.

**Los Angeles Theatre Center Project / Systems Manager 1984-1985**

- Responsible for research, purchase, installation, and administration of computer, ticketing, and telephone systems for \$9 Million complex in downtown Los Angeles.

**EDUCATION**

**Bachelor of Fine Arts, Production Management / Arts Administration – Dean’s List  
University of Illinois, Urbana-Champaign**