



Robert Heitmann
WESTEND FILM & TV Produktion GmbH

Position:	CEO, producer and director
Date of birth:	14.04.1965 in Munich, Gemany
Education:	M.A. in Theatre- Film- and TV Sciences, Anthropology and Psychology at Frankfurt University.
Languages:	German, English, Danish, Spanish
Working Experience:	Currently: CEO of WESTEND Film & TV Produktion GmbH in Frankfurt, producer/director. The company produces films and web TV for broadcasters like ZDF/Arte and financial institutions. It provides production services for i.e. BBC, ZDF, ARD, RTL. WESTEND operates worldwide and has 12 staff members.
02/2000	Trainer for in house media production in BHF Bank in Frankfurt.
Since 04/1997	Founder and CEO of WESTEND Film & TV Produktion GmbH in Frankfurt, director of photography and executive producer.
1996	Founded and incorporated a film production company in New York City, with Wolf Truchsess von Wetzhausen. Director of photography and production manager.
04/1993	Guest professor on camera work and editing in Frankfurt University.

- 1992** Started camera work for BBC, Spiegel TV, ZDF, arte.
- 11/1990** Founded WESTEND Film & TV Production a partnership under the civil code, with Wolf Truchsess von Wetzhausen. Worked as sound man/assistant camera, second unit camera.
- 1988-11/1990** Freelance assistant camera and soundman at ZDF and several production houses.

References (Selection):

Work in progress. Producer/director “Tool A”. A 40 minute long video production, made up of 9 sections, voiced in the 20 official languages of the EU. To be distributed by DVD and by Web TV. The tool is used by the European Central Bank to explain to visitor groups topics like the role and task of the ECB, the history of the Monetary Union, the governing bodies and internal organisation of the ECB.

May 2006. Winner of the “Focal International Award 2006” for best use of archive footage in a corporate production. The price was won for a film produced for the European Central Bank’s visitors video Tool A.

2006. Producer of 6 “Coffee morning meeting”, a format produced for the internal communication department at the ECB. Covers a 80 minutes long English presentations held by executive board members of the ECB. Westend records these presentations and encodes them as windows media 300k files, attaches meta data and delivers it to the ECB right after the event. The video streams are shown as Web TV in the ECB’s intranet.

2006. Executive producer for several web TV pieces for Dresdner Bank’s web TV program, such as interviews with the CEO or coverage of corporate events.

March/April 2006. Producer/director of a 8 minute long corporate film and press release footage on insulin production for Diabel a Pfizer company. English and German version.

August 2005. Producer/director of a 3 camera studio live transmission for Accenture.

July 2005. Producer/director of a 5 minute long corporate film for sanofi-aventis.

January 2005-June 2006. Producer/director for the live transmission of the monthly ECB press conference and the footage production. Including the locations Berlin, Athens and Madrid. Languages: Original, English, French, German and in one case Spanish.

January 2005. Producer/Director. Documentation of the event: "50 Years Templeton Growth", a promotional video for Franklin Templeton Investment Services GmbH.

October 2004. Producer of live camera and tape transmissions from the Frankfurt Book Fair for the international media. (In cooperation with the Frankfurt Book Fair).

May 2004. Producer for NHK Tokyo. Five one hour long live broadcast with three cameras and up to five guest on various locations in Frankfurt.

June/July 2004. Producer/Director. Seven films with fund portraits for Robeco Asset Management. 7 x 6 minutes long for the use on the web site and on presentations.

June 2004. Producer/Director. Press Release Footage "General Council Meeting" and "Staff Event" for the European Central Bank. 14 minutes long, multi camera shoot. Press Release footage was feed to EBS, EBU and Reuters. A short version was encoded in Real, Quick Time and Windows Media for the ECB web site

Summer 2004. Producer: "Tarzan – The Hidden Story" , 52 min. documentary on Johnny Weissmuller for ZDF/ARTE, ORF, AVRO, YLE and TVR.

April 2004. Producer/Director. Statement "Message from Jean-Claude Trichet, President of the European Central Bank, to the staff of the Magyar Nemzeti Bank" for the European Central Bank.

February 2004. Producer/Director. Press Release Footage and internal Documentation "Urban Planning and Architectural design Competition for the New ECB Premises" for the European Central Bank. 10 minutes long, multi camera shoot. A short version was encoded in Real, Quick Time and Windows Media for the ECB web site. Includes Interviews with Mr. Jean-Claude Trichet, President of the ECB, Mr. Lucas Papademos, Vice-President of the ECB, Mr. Wim Duisenberg former President of the ECB and Mrs. Petra Roth, Mayor of Frankfurt Main.

February 2004. Producer/Director "Robeco Road Show 2004" for Robeco Asset Mangement. 6 minutes Digital Betacam wide screen for use on web site, in news letter and for company presentation.

January 2004. Producer/Director “Interviews with Fund Managers Michael Hasenstab, Ken Cox and Murdo Murchison” for Franklin Templeton Investment Services GmbH. 15 minutes for use on web site and on presentations.

December 2003. Producer/Director. Press Release Footage “Executive Board Meeting” for the European Central Bank. 10 minutes long, multi camera shoot, distribution to the media world wide. A short version was encoded in Real, Quick Time and Windows Media for the ECB web site.

November 2003. Producer/Director. Press Release Footage “Governing Council Meeting” for the European Central Bank. 10 minutes long, multi camera shoot, distribution to the media world wide. A short version was encoded in Real, Quick Time and Windows Media for the ECB web site.

October 2003. Producer/Director (Postproduction) “Perspektive Erfolg” for Dresdner Bank AG. Digital Betacam, wide screen, 15 Minutes documentary for education and motivation purposes.

2000. Producer for two web TV format series for the Deutsche Börse. A live chat show with CEOs and interviews with analysts.

1997 and 1998. Director of photography “Absolute truth” for BBC 4 x 50 min. Digital Betacam wide screen in Italy, USA, Cuba and Germany. Producer Eva Ewart, Presenter Ed Sturten. Sold all over the world (other cameramen worked on that series to).

October 1998. Director of photography “ETA coming in from the cold” BBC 45 min. was short listed and nominated for Bafta (British Academy of Film and Television Arts) short listed and nominated for 39th festival for television de Monte Carlo.

1995. Director of photography “Prozess Eikelborn” for Spiegel TV, 15 min. magazine piece submitted by Spiegel TV for the Adolf-Grimme-Preis.

1996. Director of photography “One week in Texas” for Spiegel TV 30 min. documentary on death penalty. Huntsville, Texas.

1996. Director of photography “Gleason’s Gym” for Spiegel TV 30 min. documentary on kids getting of the street through boxing. Brooklyn, N.Y.

1998-2002. Production manager for 14 programs "Metropolis", 52 min. cultural magazine on ARTE.

2002. Production manager "Metamorphosen", 30 min. creative documentary on ARTE.

1996. Director of photography three magazine pieces for a special on the up coming elections in the USA: "New religious movements in California", "Americas role as international peace keepers", "Native Americans situation in the reservations" shot in California and South Dakota.

Director of photography and picture editor on numerous features for the BBC 10 o'clock news. Correspondents: Jonathan Charles, Stephen Sackur, Jim Fish, Tristana Moore, Caroline Wyatt, Adam Minott, Jon Sopel and others.

Director of photography numerous magazine pieces for The Money Program, Correspondent/Assignment, News Night and other programs at the BBC. Producers: Eva Ewart, Louise Adamson and others.

Producer of numerous live transmissions for BBC, NHK, N-TV, RAI, CNN, ABC etc. from the companies own studio and SNG trucks.