

# NELSON GAYTON

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## Biography:

Upon graduating from Tulane University with a degree in Management, Nelson began his career with Electronic Data Systems, Inc. (EDS). Based in London, he was responsible for business development, including the execution of over \$25 million in strategic alliances and acquisitions. Nelson later moved to New York to pursue a career as a merchant banker with the Hong Kong Shanghai Corporation. There, he managed a corporate finance team, originating and executing over \$125 million of transactions in Latin American emerging markets.

Nelson went on to earn an MBA from the Harvard Business School where he produced his first feature-length film and co-founded Microtime Media, a UK-based sales and promotion agency dedicated to interactive advertising in the video game industry. Microtime was soon featured in the Wall Street Journal as one of the fastest growing, boutique advertising agencies in Europe. Nelson eventually sold his interest and took an ownership position in PolyMedia Communications – a producer of interactive multimedia entertainment software. Funded with venture capital and Los Angeles-based, Philips Interactive Media of America, PolyMedia produced a number of software titles, including Megamaze and Bridge Baron -- two of the most successful titles on the Compact Disc-Interactive platform; these titles were later migrated to CD-ROM and Macintosh platforms where they enjoyed comparable success.

Following a passion for the arts, Nelson used his time in Los Angeles to enroll in UCLA and earn an MFA in Film Production and Screenwriting from the School of Film, Theater and Television. At UCLA, Nelson explored another passion - education; initially, by assisting prominent film professionals with course development and later, by teaching his own graduate course in Designing & Producing Interactive Media. Awarded an MPAA scholarship, he went on to write and produce a number of award-winning short films and screenplays, including Tuxedo and The Strangers Suite. Nelson's accomplishments are also noted at Sony Pictures where he assisted in the development, production and marketing of feature films, like First Knight and Wolf to name a few. In his role as Special Assistant to the Chairman and CEO, he was also responsible for the exploring divisional synergy opportunities in filmed entertainment, television, music and computer entertainment; for acquiring and developing documentary and large format films, and; for designing and implementing graduate courses in media and entertainment at UCLA.

Nelson's experience in the motion picture industry eventually led him to establish Crayon Pictures Entertainment, a motion picture and television production company with offices

in Los Angeles and Vancouver. Currently, Crayon Pictures is producing a number of feature films, including Domino Park, starring acclaimed Cuban actors, Reynaldo Miravalles (The Water Carrier) and Miguel Gutierrez (Bitter Sugar). The film, to be photographed by Ramon Suarez, the internationally acclaimed cinematographer of "Memorias de Subdesarollo" and "Le Rouge Baiser." is in pre-production and ready for principal photography in 2005. Crayon Pictures also maintains a host of other projects in development and production, including the "The Purple Pamphlet" – a true story about the persecution of college educators in the 1960s and "Under my Skin" based on the novel written by acclaimed Spanish author, Ricardo Bofill.

Beyond his work as a writer/executive producer in the film industry, Nelson also has served as adjunct faculty and guest speaker at a number of leading business school, like the UCLA Anderson School of Management and NYU's Stern School of Business, and is a noted speaker on the subject of entrepreneurship and the financing of filmed entertainment. He has participated as an industry panelist in a number of conferences, such as Ernst & Young Entrepreneurship Conference at the Anderson School of Management, the Philips Interactive Media Conference on Software Development in Los Angeles and the Miami Hispanic Media Conference. In addition, he has served as a Jury Member at a number of international film festivals, including the Miami Film Festival and the Hispanic Latin Film Festival, and; as a founder and sponsor of arts and cultural events, including "Beyond the Millennium" – an event-driven art exhibition, showcasing Latin American contemporary art in South Florida.

To date, Nelson remains actively involved in arts and education-related ventures as a General Partner of Crayon Venture Partners, LLC. The firm's mission is to advance high-impact, creative endeavors that change the way we see, experience and learn about the world. Beyond securing a host of investments in content arena, the firm is active in a number of non-profit initiatives, including leading a \$3.5 million public-private partnership to restore a landmark museum and art-house theater in the heart of the Miami's historic Latin Quarter and advising a number of noteworthy educational institutions, including the Envision Institute, a leading Washington D.C.-based, provider of international experiential education programs in Europe, Asia and Africa.

Nelson enjoys traveling, a good pickup game of basketball, and is an avid lover of Cuban music and abstract expressionist art.