

Ed Jones – Chief Executive Officer, Reel FX Creative Studios

Ed Jones is an award-winning industry leader, visual effects and animation expert, and pioneer in digital media whose illustrious career spans three decades and more than 200 projects. Jones joined Reel FX Creative Studios as Chief Executive Officer in January 2009 from Rainmaker Entertainment. He brings not only creative vision to Reel FX, but also the tactical skills necessary to translate that vision into best-in-class entertainment and commercial projects.

Ed has received the industry's highest accolades including an Academy Award[®] as Executive Producer on *Happy Feet (2006)*, an Academy Award[®] and BAFTA award for *Who Framed Roger Rabbit? (1988)*, a BAFTA award for *The Witches of Eastwick (1987)*, and an Annie Technical Achievement award for *Space Jam (1996)*. Additionally, the Cineon compositing software he co-developed at Cinesite was awarded a Scientific Achievement Academy Award[®]. He is also a notable speaker and has spoken about the creative process, content and technology in many countries around the world.

Jones began his career with Industrial Light & Magic (ILM) when there were only 40 employees. He spent almost 13 years there in creative and management roles, breaking ground with accomplishments such as the 2 1/2D look for *Who Framed Roger Rabbit* where he was responsible for all the optical photography, and for which he won an Academy Award[®]. ILM also relied on Jones to lead the charge on the digital technology front and lay the foundation for the company's expansion into the digital era. At ILM, Jones contributed to over 90 films including blockbusters *Star Wars: The Empire Strikes Back*, *ET: The Extra Terrestrial*, *Star Wars: Return of the Jedi*, *Ghostbusters I & II*, *Ghost*, *Terminator 2: Judgment Day* and the *Indiana Jones* trilogy.

From ILM, Jones was brought on as CEO/President and Senior Visual Effects Supervisor at Cinesite in 1992, which he founded for the Eastman Kodak Company. He was also responsible for launching Cinesite's facilities in Hollywood and London. It was there that he co-developed the Cineon compositing software that went on to receive a Scientific Achievement Academy Award. Jones led Cinesite for four years until 1996, leaving to continue his career as a sought-after VFX Supervisor.

Over the next few years, Ed worked in lead VFX roles with studio giants DreamWorks Animation, Paramount Pictures and Warner Brothers on multiple films including *Hard Rain*, *Soldier*, *Almost Famous*, and *Cats and Dogs*.

In 2001, Warner Brothers chose Jones to build and run ESC Entertainment, an AOL/Time Warner subsidiary which was the primary studio responsible for *Matrix Reloaded* and *Revolutions*, *Catwoman*, and *Constantine*. As CEO of ESC he built and led a team that developed a creative pipeline culminating in six patent applications being filed by AOL/Time Warner. Warner Bros. then asked Jones to join its Australia-based team in 2005 as Executive Producer on the CG feature, *Happy Feet*. The film went on to receive an Oscar for Best Animated Feature and a Golden Globe among many other honors.

When *Happy Feet* concluded in 2006, Jones left Australia for Canada, where he was tapped by Rainmaker Entertainment in Vancouver to produce The Weinstein Company's *Escape from Planet Earth*. In January 2009, he joined Reel FX Creative Studios as CEO, overseeing all aspects of the studio's operations and creative work.