



Craig McMahon

Executive Producer/Partner, Trailblazing Productions

*12-time Emmy® Award Winner, 9-time Promax Award Winner,
Executive Producer*

Craig McMahon is the recipient of 30+ industry awards highlighting his proven skills as an Executive Producer, Project Studio Director and Production Designer. As a high-energy, results-oriented executive with over 25 years of network television and internet experience, Craig excels at developing, leading and motivating diverse teams of people to achieve extraordinary results. He is thoroughly familiar with the nuts and bolts of the creative and production processes from beginning to end.

Craig's work through television production and studio design has touched millions of people across the nation and in southeastern United States, resulting in copious fans and a tremendous impact nationwide and globally. His tenure at Turner South was recognized with numerous Emmy and Promax marketing awards for a variety of productions, including *Home Plate*, one of the most watched programs on Turner South reaching 7 million viewers. Additionally, Craig directed the creation of the *My South Cooks Suite* at Turner Field, one of the first collaborations of sports and food marketing and used as an entertainment facility for Atlanta Braves executives, players and fans. His programs and projects featured culinary talents such as Virginia Willis, Nathalie Dupree. As executive producer of the *My South* campaign, talents included Angela Bassett, Morgan Freeman, Samuel L. Jackson, Kenny Rogers, MC Hammer and Travis Tritt.

Craig arrived to national network television via the Turner networks prior to his work at Turner South, bringing his distinct perspective to TBS, TNT, and CNN. As the Director of Production Design and Post Production at CNN, he oversaw shows including *Larry King Live*, *Lou Dobbs' Moneyline*, *Crossfire*, *Showbiz Today*, and *American Morning*. Additionally, he directed the design and construction of the CNN newsrooms in New York, Atlanta, Washington DC, London and Los Angeles.

Other Turner projects included NASCAR and Atlanta Braves event programming and promotion, and *The Jason Project*, in conjunction with National Geographic. Craig produced content for web sites NASCAR.com, PGA.com and turnersouth.com. He repositioned to Turner Sports as the Director of Production Design, projects including NFL and NBA games, *The Winter Olympics*, and *The Goodwill Games* in St. Petersburg, Russia, where he also designed the studio production facilities. During this period, he founded Manning Design and Manning Entertainment companies to concentrate on other design and video production projects. Key partners include Proctor & Gamble and Gospel Music Channel.

Craig's Turner off-network projects include publication of books, *Home Plate Cooking*, *Liars and Legends*, and *My South*, and numerous DVD projects, including *Home Plate for the Holidays* and *My South Speaks*. Simultaneously, as a founding partner of Trailblazing Productions, Craig expanded his skills in the internet video production arena, including a collaborative project among Mission Foods, the Atlanta Hawks NBA basketball team, and the Atlanta Thrashers NHL hockey team.

Craig began his career as a theatrical Stage Manager in Cincinnati. He made the transition to television at WCET in Cincinnati where he won the first of his Emmy Awards for Lighting and Graphic Design while also earning his BA at the University of Cincinnati College Conservatory of Music. Today, Craig can be observed accumulating pieces for his collection of theatre and television technology memorabilia.