



## **Four-time Emmy Award-winner Bill Schultz joins ReDefine as Executive Producer, Animation**

**London, September 25, 2019:** ReDefine, the new animation and visual effects services offering from DNEG, has announced that industry veteran Bill Schultz has come on-board as Executive Producer, Animation.

Freshly launched but leveraging an award-winning technology pipeline, ReDefine offers a flexible approach customised to each project.

Bill joins ReDefine with a wealth of experience, having spent over 25 years in the entertainment industry. His credit list includes well-known shows such as 'The Simpsons', 'King of the Hill', 'Garfield', 'Clifford the Big Red Dog', 'He Man and the Masters of the Universe', 'Hero:108' and most recently the original Netflix preschool children's series 'True & The Rainbow Kingdom', which is entering its fourth season.

Bill's work has been recognised with a number of prestigious accolades, including four Emmy awards and over twenty Emmy nominations.

Commenting on the appointment, Greg Gavanski, Animation Division Head at ReDefine, said:

"We are very lucky to have Bill on board at ReDefine. His track record for quality is exceptional, and you can always trust that he will deliver excellence. His approach to collaboration with leading filmmakers has already resulted in a number of great projects for ReDefine."

One of these projects is the independent animated family feature film '100% Wolf', which tells the story of young Freddy Lupin, a descendant from a long line of werewolves. The story's attention-grabbing twist sees Freddy unexpectedly turning into a poodle rather than a ferocious werewolf, in a story that explores the universal themes of diversity and self-acceptance.

Talking about joining ReDefine, Bill Schultz said:

"I have always enjoyed working with creators to bring their vision to a global audience. Together with the talented and motivated team at ReDefine, we are establishing a substantial presence in the independent animation marketplace. And as part of DNEG, ReDefine brings both impressive resources and a proven pipeline to its projects for partners and clients."

# REDEFINE

## About ReDefine

We are ReDefine, a new offering from award-winning studio DNEG, which provides creative animation and visual effects services to expanding international markets such as China and India, as well as other global independent productions.

Our ability to build close working relationships with filmmakers is key to helping realise their grandest visions. This approach has already resulted in a number of high-profile projects for ReDefine, such as 'Liberation' for directors Xiaoyang Chang and Shaohong Li, 'Brahmastra' for director Ayan Mukherjee and '100% Wolf' for director Alexs Stadermann.

ReDefine is a global company with studios in London, Montréal, Mumbai, Hyderabad and Vancouver. We are firmly rooted in the cultures in which we operate, with a strong creative and commercial understanding of every partner that we work with, and every project that we undertake.