

BROCK STEARN

Creative Technology & Innovation Leader

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PROFESSIONAL SUMMARY

Creative technology and innovation leader with 20+ years turning emerging technology into products and production systems. Led Edmunds' Can It Fit? ARKit experience, which reported 700% user growth and earned press coverage for its practical use of AR. Built and improved Lightstorm's postvis pipeline and workflows, enabling approximately 30× team throughput. Led two Interactive 360 projects generating approximately \$2M in direct revenue for Edmunds. Connects creative judgment, applied R&D, and multidisciplinary delivery. Current Sphere work includes project leadership, production tools, and AI-assisted creative workflows.

CORE CAPABILITIES

Innovation strategy • Emerging technology evaluation • Applied R&D and prototyping • Product strategy • Creative systems and workflow design • Team and capability building • Technology adoption • Cross-functional delivery • Executive communication • Quality and outcome measurement

PROFESSIONAL EXPERIENCE

SPHERE ENTERTAINMENT

Lead ExoSphere Content Creator

Aug 2023 – Present | Burbank, CA

- Serve as a recurring project lead for ExoSphere content, connecting creative direction with pipeline, engineering, color, and delivery requirements for a 1.2-million-light platform operating at 59.94 fps.
- Built and helped deliver a range of production tools, including ExosPreviewer and ExosMapper for earlier visual validation and flexible spherical mapping. Partnered with engineering on their delivery; these two tools have pending patent applications.
- Translate recurring production friction into prototypes, practical standards, and reusable workflows that give artists more time for creative decisions.
- Contributed to 20+ Sphere productions, including a refreshed Moon informed by scientific source imagery; evaluate AI-assisted approaches for creative production.

LIGHTSTORM ENTERTAINMENT

Post Visualization Department Lead

Aug 2019 – Jul 2023 | Manhattan Beach, CA

- Built and improved the postvis pipeline, templates, review cadence, and ownership, increasing team throughput approximately 30× from roughly 1 approved shot per week to a sustained 30+, with peaks near 50.
- Established repeatable shot intake, creative targets, review, approval, and delivery workflows for Avatar sequel Post Visualization; the system supported growth from 1 to 18 artists.
- Connected editorial, VFX, virtual production, and technology teams to turn changing creative requirements into sequenced work, dependable reviews, and clear delivery priorities.

HYPERLOOP TRANSPORTATION TECHNOLOGIES

Immersive Design and Marketing Product Strategist, Consultant

Jun 2018 – Jun 2019 | Los Angeles and Remote

- Developed immersive visualization and marketing concepts that made an emerging mobility platform understandable to stakeholders and supported design and communication decisions.

PROFESSIONAL EXPERIENCE CONTINUED

EDMUNDS

Director of Immersive Technology

Jul 2016 – Dec 2017 | Santa Monica, CA

- Led immersive product strategy and delivery across product, design, engineering, data, and marketing; reported to executive leadership and used prototypes to test opportunities before production investment.
- Led Can It Fit? from AR prototypes into delivery, with reported 700% user growth in its first few months and press recognition for practical ARKit utility.
- Earned launch coverage in Next Reality and inclusion in Computerworld's recommended ARKit apps for helping shoppers assess vehicle fit before purchase.
- Led two Interactive 360 vehicle panorama projects generating approximately \$2M in total revenue for Edmunds, giving shoppers control over exploration with useful editorial context.

WET

Digital Futurist

Jan 2015 – Apr 2016 | Sun Valley, CA

- Led immersive visualization R&D, using primarily Unreal Engine to help multidisciplinary teams experience, evaluate, and communicate designs before physical construction.
- Developed a hybrid visualization approach combining real-time exploration with higher-fidelity simulation and compositing; connected creative, engineering, and executive stakeholders around design decisions.
- Supported MGM Resorts upgrade decisions representing approximately \$15M in investment through visualization and stakeholder presentations.

ABSOLUTE POST

Head of Computer Graphics US

Jan 2014 – Dec 2014 | New York, NY

- Directed U.S. CG operations, client delivery, resource planning, and capability expansion; introduced cloud-enabled workflows and expanded into episodic television.

EARLIER EXPERIENCE

DREAMWORKS ANIMATION | Lead Compositing Artist and Senior Lighter | Aug 2009 – Mar 2013

Led lighting and compositing work across seven animated films, mentoring artists and translating visual goals into repeatable production approaches.

RHYTHM AND HUES | Lead Lighting Technical Director | Sep 2003 – Feb 2008

Led lighting teams on feature work including Happy Feet and Superman Returns, partnering across artistic and technical disciplines.

SELECTED CONTRACT WORK | Creative Technology, VFX and Visualization | 2004 – 2019

Selected clients include Walt Disney Animation Studios, Sony Pictures Imageworks, Blur Studio, Duncan Studio, and ImageMovers Digital. Career includes 29 credited film productions, plus commercial and other uncredited projects.

TOOLS AND PRACTICE

Nuke, Maya, Redshift, Katana, Houdini, Adobe Creative Cloud; real-time and AR prototyping with Unreal Engine, Unity, and SceneKit. ShotGrid, AWS, Perforce, Jira, and Trello for production workflows and coordination.

EDUCATION

MFA, 3D Visual Communication Design — The Ohio State University | BFA, Computer Animation — Ringling College of Art and Design | Certified ScrumMaster