

# VFS Program Leaders



From Film and Animation to Makeup and Games, VFS faculty share our students' enjoyment of creative accomplishment. Drawn directly from their respective industries, Program Leaders are accomplished professionals selected for their ability to help students develop relationships with the people, industries, and ideas shaping their artistic disciplines.

They remain deeply connected to their fields by pursuing their own work producing, directing, writing, or designing. Occasionally, Senior Administration will also oversee a program during periods of growth or evolution to ensure VFS's high educational standards continue to be met. As our highly experienced educational leaders, these individuals create a bridge from the school to the industry by guiding students through the production of their reels, films, portfolios, and performances.



**MARTY HASSELBACH**  
MANAGING DIRECTOR  
ACTING HEAD OF ANIMATION & VISUAL EFFECTS

As VFS's Managing Director, Marty Hasselbach is primarily concerned with how to make the overall student experience the best it possibly can be. He brings more than 30 years of entertainment production and private post-secondary education experience to the school, and is a leader who passionately cares about student and grad success. Currently, he is the Acting Head of the Animation & Visual Effects department.

Marty's hands-on style and drive to "get things right" allow him to relate to a classroom of passionate students, speak with a board room of studio heads, and direct his team of Program Leaders with equal ease and understanding. His knowledge and expertise in media-based programming and education have been – and continue to be – instrumental in developing and driving VFS as a centre of creative excellence for aspiring entertainment industry professionals.

Production industry-related awards he's received include two Gold Albums, one Platinum Album, a Clío (for excellence in advertising), and the AMPLEX Golden Reel Award.



**BILL MARCHANT**  
HEAD OF ACTING FOR FILM & TELEVISION  
AND ACTING ESSENTIALS

An actor, director, and writer, Bill's feature film *Everyone* won Best Canadian Film at the **Montreal World Film Festival** and played to sold-out houses at over thirty festivals around the world. Nominated for four **Leo awards**, the film was also released in the United States and Britain. Bill's most recent short film, **By The Hour**, premiered at the Toronto International Film Festival.

Bill played the recurring role of Don Marcos on the popular Canadian television show *Da Vinci's Inquest* and previously had a recurring role as Adrian Conrad on the sci-fi series *Stargate SG-1*. He was one of the leads alongside Adam Arkin and Amy Madigan in *Murder on Pleasant Drive*, had a role in *Mount Pleasant*, and in the last few years has appeared on *Intelligence*, *Blood Ties*, *Painkiller Jane*, *The 4400*, and *The Dead Zone*.

He has written and directed numerous short films and plays, including *Clown Elections*, *A Cure for Happiness*, and his latest – the epic family drama *Ashes*. In addition to filmmaking, Bill is an accomplished musician. In 1999 he co-released the album *Odlum*, songs from which have played on **FOX's Higher Ground**, **Queer as Folk**, **CBC**, and the feature film *Suspicious River*.

As a fiction writer, Marchant has published several short stories and numerous poems. 2005 saw the release of his first book of poetry entitled *Auguries*.

*The time I spent at VFS was awesome, it was exactly what I needed. With these new skills along with the ones I had, I managed to get hired as Technical Director Generalist on the post production for "Harry Potter and the Order of the Phoenix". That was exactly what I was looking for.*

**Pietro Ponti**, Animation & Visual Effects Graduate  
Technical Director (Generalist), HARRY POTTER AND THE ORDER OF THE PHOENIX

## VFS MEDIA CONTACT

If you are a journalist and would like to learn more about Vancouver Film School, please refer to the contact information below. We'll be happy to help you.

**THUY KHUC**  
VFS MARKETING MANAGER

E. [tkhuc@vfs.com](mailto:tkhuc@vfs.com)  
T. +1 604.631.3563  
F. +1 604.685.5830  
TF. 1.800.661.4101 (within North America)

[vfs.com/pressroom](http://vfs.com/pressroom)

VFS

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**AMBER BEZAHLER**  
HEAD OF DIGITAL DESIGN

Prior to joining Vancouver Film School as the Head of Digital Design, Amber Beahler was the managing director of Vancouver, Canada-based **Tribal DDB**. Her over fifteen years of industry experience have been devoted to creating branded engagements, for clients such as **BMW, Electronic Arts** and **Nike**, that push the limits of interactive and extend big ideas across all channels.

Prior to joining **Tribal DDB**, Beahler was vice president of experience design at **Blast Radius** where she led a global team of over 100. Beahler holds over 70 communications awards (including Cannes Cyber Lions, Clio and One Show) and has been cited in *IdN* magazine for her exceptional approach to developing brand identities.



**JESSICA LEIGH CLARK-BOJIN**  
HEAD OF ENTERTAINMENT BUSINESS MANAGEMENT

A passionate advocate of convergence in the entertainment space, Jessica Leigh Clark-Bojin has focused the last several years of her career on helping entertainment executives in the traditional disciplines of film, television, and games capitalize on new opportunities made possible by digital media. In her capacity as a founding executive of Zeros 2 Heroes Media, Jessica has worked with **CBC,**

**Aboriginal Peoples Television Network (APTN), Seven24 Films, Halifax Film, BioWare, Rainmaker Entertainment,** and many others to develop strategies that capture increasingly fragmented audiences, take advantage of emerging revenue models, and in several cases, garner industry awards.

In addition to more than 30 comic properties for clients as diverse as the **Canadian International Development Agency, the Province of New Brunswick,** and **ATB Financial,** Jessica has also produced an original digital media pilot for **CBC (Solar Flair)** and a television series for **APTN (Animism).**

Jessica is the co-author of "Digital Strategies for Film and Television Properties" aimed at demystifying the digital world for film, television, and broadcast executives, and is currently working on a second publication for independent filmmakers with a major American book publisher.

To further extend her reach as a proponent of convergent content, Jessica has partnered with funding agencies and industry organizations such as **British Columbia Film, the National Screen Institute, the Canadian Film and Television Producers Association,** and **The Bell Fund** to produce a cross-country seminar series that will bring together producers and executives from all realms to discuss the evolution of their medium. Jessica has spoken at seminars and festivals throughout North America, including lecturing at **San Diego's Comic-Con International** and the **Toronto International Film Festival** as a featured new media consultant.

*The biggest thing I learned is that it's all connected – from Accounting and Marketing to Music Business and New Media, there was something to be learned and applied from every class and instructor.*

**Nicky Forsman,**  
Entertainment Business Management Graduate  
Program Development & Production,  
SHAVICK ENTERTAINMENT

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## SEBASTIEN DE CASTELL DIRECTOR OF STRATEGIC PROGRAM DEVELOPMENT ACTING HEAD OF FILM PRODUCTION

As Director of Strategic Program Development, Sebastien is responsible for enhancing the overall educational vision at Vancouver Film School. Through working with students, school administration, and the Program Leaders from every department, he ensures that the student experience and outcomes are consistent with the mission, vision, and values of VFS. Currently, Sebastien is the Acting Head of Film Production.

As the former Head of VFS's Digital Design program, a certified PMI Project Management Professional, and a former university ombudsman, Sebastien brings an awareness of how the VFS educational model combines with production-focused work to create a unique student experience.

Sebastien's diverse career has allowed him to work in many of the fields that VFS students study, from leading the experience design for interactive campaigns for television series such as **ReBoot** and **Heartland**, designing the fight choreography and directing the action for **Richard III** in London, consulting on acting with weapons for the video game **Lord of the Rings: The Third Age**, and playing the lead in the independent film **The Harvest Project**. His broad industry experience enables him to work with students in improving their prospects for success upon graduation, as well as providing guidance to maximize their projects' potential for industry recognition and awards.



## TED JONES HEAD OF FOUNDATION VISUAL ART & DESIGN

Ted began his career in television 25 years ago while working as a weather personality, promotions manager, and as voice over talent for **CHAT Television, a Canadian Broadcasting Corporation (CBC)** affiliate in Medicine Hat, Alberta. Ted moved on to become a successful assistant director, director, and production manager. By 1985, he was hired as an assistant director by **Access Network**, where he quickly acquired directing and production manager roles.

In 1990, Ted directed the Access Network documentary **Petroleum: River of Energy**, which received the coveted Prix de Lausanne at the **International Film Festival on Energy** in Lausanne, Switzerland.

Ted has continued to work as a director and production manager on numerous award-winning television productions. After teaching TV production for eight years, Ted moved to Los Angeles and founded **E.G. Communications**, a digital multimedia production company. In 2000, Ted received recognition from the **Directors Guild of America (DGA)** for his directorial abilities in the motion picture and television industry. Ted is a voting member of **The Academy of Canadian Cinema and Television** in the Television Director Division.

*Filmmaking is a business as well as an art. VFS prepares students for the business obstacles independent filmmakers face. The art comes from those special instructors and the creative synergy among students.*

**Matthew Nie,**  
Film Production Graduate  
Director, **GOOD STUFF**,  
AWARD WINNER AT TRIBECA FILM FESTIVAL

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## DAVE WARFIELD HEAD OF GAME DESIGN

A game designer who has worked in the industry for fifteen years, Dave comes to VFS directly from **Electronic Arts**, one of the most successful video game companies in the world. As a senior producer for EA, Dave helped produce and design **NHL 2005**. In addition to **NHL 2005**, he has worked on 24 published video game titles including EA's **NBA Live** and **Skitchin'**, **Konami's**

**NFL, Mission: Impossible, Top Gun: Danger Zone, Teenage Mutant Ninja Turtles,** and **NEC's Champions Forever Boxing.**

Before starting his career in gaming, Dave educated himself for over a decade in the arcades of Vancouver cutting his teeth on such classics as **Asteroids, Zaxxon,** and **Space Invaders**. He worked four years selling games and computers just as **Nintendo** and **Sega** were revolutionizing the video game industry, and his knowledge of every game on the market led to his being noticed and hired by **Distinctive Software** (now EA). Having worked his way from retail through production, Dave is intimately familiar with all the dimensions of video game production. His experience with project planning, competitive analysis, sound design, quality assurance, legal issues, and developing working relationships with leagues and players gives him the perspective needed to direct the multidisciplinary VFS Game Design program.



## STAN EDMONDS HEAD OF MAKEUP DESIGN FOR FILM & TELEVISION

Stan Edmonds has been a motion picture Makeup Artist for over 25 years. He has over 50 film and television credits and has served as Head of Department on such films as **I, Robot, The Butterfly Effect, The Five People You Meet in Heaven, Scary Movie,** and Clint Eastwood's Academy Award-winning film **Unforgiven**.

Originally from Calgary, Alberta, Stan has worked across Canada and the United States, gaining a diversity of experience that he brings to VFS. Working with well known actors like **Sylvester Stallone, Drew Barrymore, Angelica Huston,** and **Ashton Kutcher** has provided him with unique insights to pass on.

Currently, Stan looks forward to advancing the industry via his work in developing digital makeup design techniques.

*The experience and exposure I got through the Game Design course was amazing. I was able to learn from the best and generate long-lasting friendships with many of my instructors, who I'm now able to join as peers in the same industry.*

**Kee Won Ahn, Game Design Graduate**  
GAME DESIGNER, BACKBONE ENTERTAINMENT

*To be a respected makeup artist in today's film world requires more than a standard makeup education – it requires attending the VFS Makeup Design program and learning from the best.*

**Howard Berger, ACADEMY AWARD WINNER**  
FOR MAKEUP IN *THE CHRONICLES OF NARNIA*

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## SHANE REES

### ACTING HEAD OF SOUND DESIGN FOR VISUAL MEDIA

Prior to joining VFS, Shane worked at **Sharpe Sound Studios** as a Re-Recording Mixer, where he mixed Foley and backgrounds, music, effects mixes for various TV shows, ADR recording, laybacks and quality control. After leaving Sharpe Sound he started his own mobile ADR recording company that works on shows like **Smallville**, **Dead Zone**, **Reaper**, and **Aliens in America**. He received a **Leo Award** as a Re-

recording Mixer for his work on a local independent film and three nominations for his work for local television shows. He recently returned from the industry where he was the Head Engineer at **Western Post Production**.



## MICHAEL BASER

### HEAD OF WRITING FOR FILM & TELEVISION

Michael has consistently worked as a writer/producer in American primetime television and films for 33 years.

Graduating from City College of New York (CCNY) in 1974, he made his way West to Hollywood and began a career that has entailed writing, producing, creating, and showrunning TV series including **Good Times**, **The Jeffersons**, **One Day At A Time**,

**Maude**, **A Year At The Top**, **Carter Country**, **Three's Company**, **9 to 5**, **What's Happening**, **Melba**, **Full House**, **We Got It Made**, **Campus Cops**, **Rhythm & Blues**, **Smart Guy** and **So Little Time**, as well as at least a dozen half-hour and hour-long pilots for **ABC**, **NBC**, **CBS**, and **Fox**.

Excited by the prospect of sharing his experiences with VFS students, Michael views his position as a natural extension of his career and an opportunity to give back. He hopes to both inspire and advance the next generation of successful screenwriters.

*Honestly, I wouldn't be talking about this opportunity if it weren't for the Sound Design program at VFS.*

Jessica Lemes da Silva,  
Sound Design for Visual Media Graduate  
Sound Effects Recordist, BEOWULF

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