

Executive Summary

The Blue Room Collective

Where Creative Excellence Meets Industry Infrastructure

The Blue Room Collective is a multidisciplinary alliance of senior entertainment professionals who believe that exceptional creative work deserves equally exceptional infrastructure.

Built on decades of experience across film, television, advertising, live experiences, post production, entertainment finance, marketing, and strategic business development, The Blue Room Collective exists to bridge the gap between artistic vision and commercial execution.

Rather than operating as a traditional production company or creative agency, the Collective functions as an integrated ecosystem, bringing together specialized companies that solve different stages of the entertainment lifecycle under one collaborative framework.

Our members have contributed to award winning productions for major studios, global brands, streaming platforms, broadcast networks, and independent filmmakers alike. Collectively, they represent decades of expertise spanning production, sound, post production, advertising, immersive storytelling, financing, and business strategy.

Whether launching an independent feature, producing branded entertainment, developing immersive experiences, or preparing projects for investment, The Blue Room Collective provides creators with access to the people, systems, and relationships required to scale ideas into sustainable enterprises.

Because today's entertainment industry no longer rewards great content alone.

It rewards projects built on creative excellence, strategic partnerships, financial readiness, and operational discipline.

That is where The Blue Room Collective thrives.

Bios



John Harris is a Los Angeles–area film and media-production executive best known as the co-founder and principal of Blue Room Post, a full-service production and post-production company based in Manhattan Beach, California. In 2008, Harris helped establish Blue Room Post as an independent creative studio serving production companies, entertainment clients, global brands, and corporate creative teams. The company grew into a production partner offering editorial, finishing, motion graphics, color, sound, ADR, studio production, and branded-content services.

Under Harris's leadership, Blue Room Post developed a reputation for supporting both Hollywood productions and commercial storytelling. The company has worked with organizations and brands including HBO, Marvel Entertainment, Boeing, Intel, PIMCO, and others. A significant part of Blue Room Post's Hollywood presence has been its ADR (automated dialogue replacement) and post-production work. The company has provided services for television series and feature-film projects, including work associated with shows such as *The Closer*, *Major Crimes*, *90210*, and projects connected to major entertainment studios.



Steve Gregan is a Los Angeles–based audio post-production professional, entrepreneur, musician, and founder of Waterfront Sound, a respected sound studio serving the film, television, advertising, and entertainment industries. Gregan's path into Hollywood sound began through music. After moving to Los Angeles with aspirations of becoming a performer, he spent years as a working musician while exploring the technical side of recording. He built experience in Los Angeles audio facilities before launching his own studio. In 1999, Gregan founded Wholly Cow Audio in Manhattan Beach. In 2010, Wholly Cow Audio evolved into Waterfront Sound, expanding into a broader post-production audio facility offering sound design, ADR (automated dialogue replacement), Foley, music production, voice recording, and mixing for projects ranging from commercials and promos to television and feature films.

Waterfront Sound later relocated to Manhattan Beach Studios, where Gregan expanded the company's capabilities and worked on entertainment projects connected to major studios and networks. The studio has provided audio services for projects involving companies such as Marvel Entertainment, Disney, Fox Sports, and others. Among Gregan's notable work has been ADR and sound post-production for television and film projects, including recordings connected with Marvel productions such as *Captain America* and *Thor*, along with television series and branded content. His work with sports broadcasting also earned recognition; he has been credited as an audio engineer on projects for Fox Sports, including World Cup-related content, and received an Emmy award for audio engineering work.



Big Logo Advertising

Steve Bland has been in the advertising business since walking thru doors of Chiat/Day's Venice office on June 1, 1988. For the next 17 years, helped manage relationships, teams and resources as the primary AOR for Nissan. Career includes stops at Chiat/Day offices in LA, SF, NY, Dallas. Witnessed

evolution (or, "demise" depending on who you are talking to) of Chiat/Day from the avant-garde agency of the 80s (privately-held) to TBWA\CHIAT\DAY portfolio company of NYSE listed global "holdco", Omnicom. Started Big Logo when a car dealer friend asked him to make a billboard on the 101 for him in 2008. Has been on the lot with Blue Room Post since 2010. Writer/producer/camera and editor for projects with clients like Berkshire Hathaway Automotive, Boeing, California Fish Grill, The FBI, Greater Los Angeles New Car Dealer Association (GLANCA), Howard's Appliances, Lapdog Motors, Lithia,

PIMCO, Pleasant Holidays, The Rusnak Auto Group, The Symphonic Jazz Orchestra, UCLA, Wells Fargo and more. For much more go to <https://www.BigLogoAdvertising.com>.



**CREATIVE
CAPITAL
AVE**

Yokeena Jamar is a writer, producer, director, media executive, and cultural strategist with nearly three decades of experience spanning broadcast journalism, film and television production, business development, and entertainment finance. She serves as **Chief Creative Strategist for The Blue Room Collective** and **Founder and Managing Partner of Creative Capital Ave.**, helping filmmakers connect storytelling with strategic partnerships, capital readiness, and scalable business development.

Yokeena studied **Communications at Fort Valley State University**, pursued **Media and Communications studies in Nairobi, Kenya**, where she interned with **Voice of America** and the **Kenya Broadcasting TV Network**, and earned her **Bachelor of Fine Arts (Cum Laude) in Cinema Directing** through the **Brooks Institute of Photography and Columbia College Hollywood**.

Her career includes work associated with **ABC, NBC, BET, ESPN, TLC, and UPN**. Through The Blue Room Collective, she collaborates with award-winning professionals whose collective experience spans **Marvel Studios, Disney, Apple TV, Fox Sports**, and leading global brands, helping creators build investment-ready projects and sustainable entertainment enterprises.

Laura Swearingen

Strategic Partner

Capital Readiness & Business Development

The Blue Room Collective

Laura Swearingen serves as Capital Readiness and Business Development Strategic Partner with *The Blue Room Collective*, helping creators, entrepreneurs, and entertainment professionals strengthen their organizations through strategic planning, capital readiness, business development, and asset positioning.

With more than **18 years of experience** and over **\$700 million** in residential, commercial, multifamily, land, and development transactions, Laura brings extensive expertise in investment strategy, operational due diligence, and sustainable business growth.

Working alongside producers, creative executives, financial professionals, and strategic advisors, she helps independent filmmakers and entrepreneurs transform creative vision into investment-ready enterprises through disciplined planning, strategic partnerships, and long-term business development.

A **Certified John Maxwell** and **CliftonStrengths® Coach**, Laura combines analytical insight, operational excellence, and leadership development to help founders build scalable organizations and create lasting economic opportunities.

