



Sandi Croft

Director, Producer, Collaborator

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“She is a passionate leader who is clear with her communication, and is highly adaptable. Her eye for detail and knowledge of theater complimented my vision for this ambitious project” ~James Cameron

Director of Creation / One Night for One Drop imagined by Cirque du Soleil

- . Supervised, guided and directed the vision with the writers, choreographers and cast
- . Secured collaborators and designers, managed relationships of the creative team
- . Facilitated all production, artistic and technical meetings to ensure clear communication and expectations of roles and deadlines
- . Co-produced all contracts, budgets and travel arrangements
- . Created the casting calls, auditions and agreements with special skills artist and celebrities
- . Scheduled all rehearsals, trainings alongside the Production Stage Manager
- . Ensured the quality of costumes, sets and designs for show quality

Artistic Director for Cirque du Soleil / Mystere ‘O’ and Zumanity

- Make artistic or technical adjustments or additions to the show and integrate new performers and acts into the show.
- Prepare special performances for promotional events, galas, television broadcasts, etc., in collaboration with the Marketing/Public Relations Department.
- Prepare weekly a plan of artistic operations including training, rehearsals, & artistic meetings.
- Assist in the preparation of the yearly operational budget.
- Manage the artistic team, as well as the artistic resources of the show.
- Evaluate the performance of each artist. Make recommendations with regard to bonuses and annual increases.
- Conduct regular evaluations of the artistic team.
- Liaise with the “follow-up” team (Artistic Director, Production Manager, and Company Manager) as well as with the other directors.
- Support the work of the designers and artistic consultants when they do follow-up.

Producer Assistant Jean Ann Ryan Productions Florida & Italy /

- Assisted with direction and creation of new theatrical, Broadway and cirque-style shows for Silver Seas and Norwegian Cruise lines
- In charge of North American audition tours
- Casting for new shows and for replacements
- Managed the rehearsal and staging of new shows
- Implemented new cast members into existing shows

Field Producer Infinity Films Vancouver, B.C. & Las Vegas

- Recruited and interviewed talent for a Pilot 13 part series “Living in Sin City” (a documentary-style real-life series highlighting Canadians working in Las Vegas)
- Created the treatment and successfully pitched to producers
- Developed the questions and material for the field interviews
- Produced all aspects of the preliminary interview videos

Producer Purple Lotus Inc. Las Vegas, NV

- Produced a critically acclaimed show for a Quebec Dance Festival/ Dance Encore in Trois Rivier
- Managed all levels of production including: hiring all talent including cast, choreographers and directors; directing creative meetings and show development; handling all PR issues; scheduling rehearsal space, locations and times; organized travel and accommodations; successfully stayed within the budget

Marketing & Sales Capezio Ballet Makers New York & Asia

- Increased account base 25%/year for 4 consecutive years (Hong Kong, Singapore, Bangkok, Manila)
- Successfully opened new stores in Hong Kong, Singapore, Manila, Bangkok and Taiwan
- Conducted market research throughout Australia, New Zealand, Malaysia, Indonesia and South Africa; organized travel and accommodations; successfully stayed within the budget
- . Built new relationships and delivered detailed reports leading Capezio to expand throughout Australia.