



Rick Ramirez is a Business & Legal Affairs executive and entertainment attorney with extensive experience advising studios, production companies, entertainment technology platforms, and media companies, with a particular focus on faith-based, values-driven, and family entertainment. He helps organizations develop, finance, produce, distribute, market, and monetize intellectual property and content while balancing creative, commercial, and mission-driven objectives.

Throughout his career, Rick has advised senior executives, creative leaders, producers, distributors, and boards of directors on the legal, commercial, and strategic issues that drive growth and enterprise value across the media and entertainment industry, with significant experience in television and motion pictures.

What distinguishes Rick's background is the rare combination of Business & Legal Affairs leadership and executive experience in marketing, publicity, audience development, strategic partnerships, and corporate strategy. This multidisciplinary perspective enables him to evaluate opportunities through both legal and commercial lenses, helping organizations balance risk management with revenue growth, brand expansion, and long-term business objectives.

Among his entertainment industry leadership roles, Rick served as Head of Business Affairs for The Chosen television series and its production company, 5&2 Studios. The Chosen is one of the most successful crowdfunded and internationally distributed faith-based television franchises in entertainment history. He led business affairs strategy and transaction execution across a portfolio of scripted, unscripted, animated, digital, and branded entertainment projects.

Rick also served as Senior Vice President at Warner Bros. Pictures, where he partnered with creative, production, distribution, marketing, publicity, finance, and executive leadership teams to maximize the value of its motion picture releases. His accomplishments included creating the motion picture industry's first fully integrated Targeted Marketing department, leading teams of more than 65 professionals, and directing audience development and targeted marketing strategies for more than 100 motion picture releases.

In addition, Rick held Vice President roles at Twentieth Century Fox, leading multicultural business development and market expansion initiatives. Working across content, marketing,



distribution, advertising sales, community affairs, and strategic partnerships, he helped expand audience engagement, strengthen key business and community relationships, and support enterprise-wide revenue growth initiatives.

As founder of his entertainment and corporate law firm and business advisory practice, Rick has advised media, entertainment, technology, and growth-stage companies on commercial transactions, intellectual property strategy, rights management, content development and distribution, strategic partnerships, joint ventures, and business growth initiatives.

Rick believes the most effective Business & Legal Affairs leaders are strategic business partners who help organizations navigate change, structure successful relationships, and create long-term value. He remains committed to helping media and entertainment companies build enduring intellectual property and commercially successful content that advances faith-based, values-driven, and family entertainment.