

Adam Fratto
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Adam Fratto is a seasoned creative executive and executive producer with proven track records in development & programming, production, and strategy. With a specialty in drama series, he is experienced in crafting international business models and launching creative initiatives. A mentor and teacher, he is also a Professor at USC's Annenberg School and industry advisor at programs ranging from Media University to Catalyst Festival to CineStory.

Along with partners David Eagleman and Matthew Tauber, Adam has just launched Cognito Entertainment, a private equity-backed production company focused on film, TV, scripted and unscripted projects from the world of science.

Adam recently ran the scripted programming division for US-based HISTORY, the flagship channel for A+E Networks. In addition to developing new ongoing series and miniseries, he oversaw creative on current series, including PROJECT BLUE BOOK, which launched as the #1 new drama on cable, and the global phenomenon VIKINGS, which just finished airing its final season.

Prior to that, Adam set up a series division for international distribution and production studio Reel One Entertainment. There, he rapidly built a presence in the drama space, hiring experienced executives and assembling a buzzy slate of projects, including an anthology series based on the catalogue of the late great thriller writer Mary Higgins Clark, a multi-platform adaptation of Philip K. Dick's SCREAMERS and a UK series based on award-winning Belgian format TEAM CHOCOLATE (now in development at Channel 4).

Before that, he was SVP of Drama for Pukeko Pictures, affiliate of New Zealand's Weta (LORD OF THE RINGS, AVATAR, DISTRICT 9). The first of these, the award-winning CLEVERMAN, aired on Netflix, SundanceTV, BBC3, and Australia's ABC and is in development on season 3.

As an independent producer and consultant, Adam has worked with clients from tech startups to established networks. Some recent clients include FTI Consulting, Gaspin Media, Underground Pictures (Ireland), and Goalpost Pictures (Australia). He Executive Produced YA movie SEA CHANGE (for Lifetime) and originated and was co-EP of HAVEN, the cult hit supernatural drama based on Stephen King's "The Colorado Kid," for Syfy,

NBCU Global Channels, and Canada's Showcase.

Originally from New York, Adam is a graduate of Harvard College and USC's graduate program in Film & TV Production, where he produced Emmy-winning documentary WALKING WITH GIANTS.

After starting his executive career at Michael Douglas's Furthur Films (WONDER BOYS, SWIMFAN), Adam joined Piller/Segan as V.P. in 2002, working on hit series THE DEAD ZONE, WILDFIRE, GREEK, and indie feature BICKFORD SHMECKLER'S COOL IDEAS. From 2008 to 2011, Adam helped launch Atticus Entertainment, managing sports icon Jim Lampley's HBO-based operation.

He is a member of the TV Academy, HRTS, and the PGA. He is also co-Founder and co-President of Harvardwood, a group of 10,000+ alums in arts, media and entertainment (harvardwood.org). A lifelong sinophile, he has lived in Beijing, Taipei and Hong Kong...and now currently resides in sunny South Pasadena.