

Laurie Scheer Bio

Laurie Scheer has been involved in the Entertainment Industry for over two decades. In her early career she assisted the Development and Marketing Departments at ABC Television in Hollywood. During the next eight years at VIACOM ENTERPRISES INTERNATIONAL, she was responsible for acquiring, screening, and purchasing programming for VIACOM's Movie and TV Syndication Packages and worked closely with MTV, SHOWTIME, and NICKELODEON in the launching of their highly successful formats. Also during this time she developed network series and numerous TV/Cable movies.

As a Development Consultant, she has acquired and developed materials (having read over 5,000 scripts and hundreds of manuscripts) for numerous production companies. In addition, Scheer has purchased, developed, and preproduced a number of independent feature film projects. She is the author of two novels. She has been a guest speaker at just about every important industry organization from the Academy of TV Arts and Sciences to the Writer's Guild to the Romance Writers of America.

As a professor, she has taught screenwriting, producing, and television/film business courses at numerous schools from Northwestern University to Yale. She holds a Bachelor of Arts Degree in Broadcasting from Marquette University and a Masters on Broadcasting and Pop Culture from Depaul University. She's also an Emmy-nominated producer and a judge for the International Emmys. She's NATPE's pitch coach, a consultant for the New York Television Festival, and works closely with various national chapters of WIFV.

Scheer served as Vice President of Programming for AMC NETWORKS' WOMEN'S ENTERTAINMENT- WE. She supervised the launch of all programming, acquisitions, scheduling, budgeting, and traffic control operations for the female-oriented new cable channel.

Recently she has been an educator, content provider, and consultant for numerous websites including e-script, e-star, SHOWTIME Network's viewer pages, gothamwriters.com, mediabistro.com, and a host of other inventive new internet networks.

Scheer's first textbook entitled Creative Careers In Hollywood: From Extra Girls to Errand Boys for Allworth Press, New York was published in 2003. Her DVD How to Pitch and Sell Your Screenplay is also required viewing for anyone wanting to perfect their pitch. Her mission is to mentor the next generation of 21st century media professionals.