

MARTIN C. SOLTYS HBA, MFA



Marty Soltys is Founder, Chairman and CEO of *TransMedia Entertainment Partners Ltd.*, an offshore investment fund structured to provide international investors with a vehicle to invest in and profit from a global portfolio of film, television, music, gaming and digital media projects and businesses. Marty works and invests with entrepreneurs, producers, writers, directors and designers (of video game, mobile & web applications) to create and develop *Transmedia Storytelling* methodology and techniques, with the goal to deliver enhanced entertainment experiences for audiences, viewers, users and players of all ages and cultures.

Marty's film & television academic background and industry experience is as a screenwriter, executive producer, producer, partner and consultant. While attending UCLA's School of Theater, Film & Television, Marty interned as a script reader for Francis Ford Coppola's production company, *American Zoetrope*. In 2010, he acted as a funding intermediary for the feature films *Frankie & Alice* and *Cell 213* and a grand jury judge for the 2010 New Hampshire Film Festival Screenplay Competition.

Marty has also provided consulting and advisory services to start-up and expanding businesses, and is skilled in the preparation of marketing, business and financial plans. In 2012, Marty and a preeminent group of professionals plan to launch *KickStart Capital Group*, a global consulting and intermediary group which will focus on development and execution of business plans, investment proposals, financing, and strategic partnerships for small and medium-sized businesses that cannot access financing from banks and other financial institutions.

Prior to his film & television career, Marty had 22 dynamic years in the hospitality industry throughout Canada, the United States and Mexico and is still considered one of Canada's pioneers in the casual and upscale restaurant and bar segments. He was well-known as the founder and principal of the Pete & Martys restaurant group and as a creator and developer of trend-setting and four-star menus, award-winning concepts and interior designs. During his hospitality career, Marty raised over 40 million dollars for 20 restaurants and bars, which he co-owned and operated in Canada.

As an *Ivey Entrepreneur-in-Residence*, he mentors HBA and MBA students enrolled in the New Venture Project. Marty co-authored small business case studies published and used in New Enterprise Management courses at the Ivey and Schulich business schools. Marty holds an *Honours Bachelor of Arts in Business Administration* from The Richard Ivey School of Business and a *Masters of Fine Arts in Film and Television* from The University of California Los Angeles, School of Theater, Film and Television.