



CREATIVEOTIS

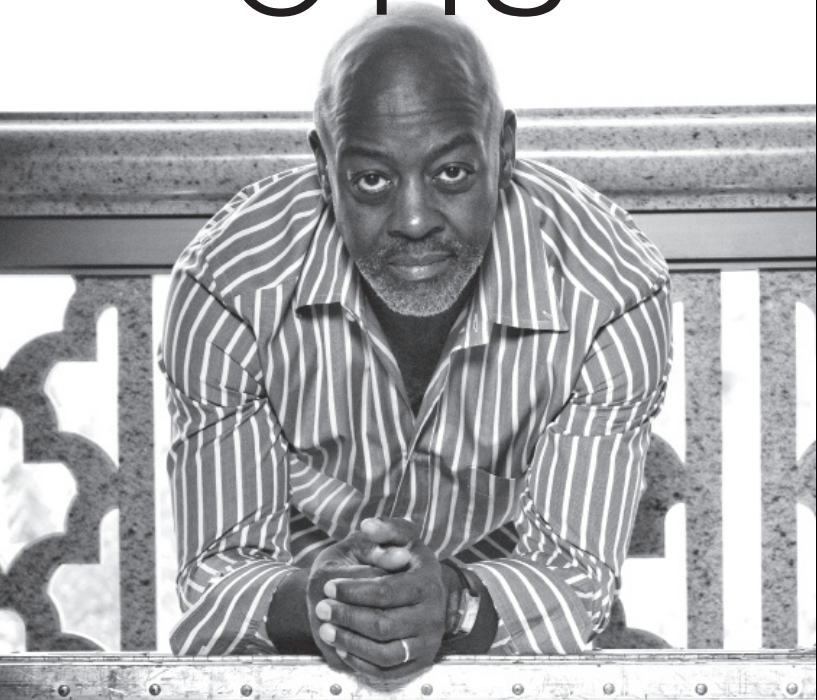
EUROPE

UNITED STATES

MIDDLE EAST

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# OTIS



# SALLID

PRODUCER

DIRECTOR

CHOREOGRAPHER

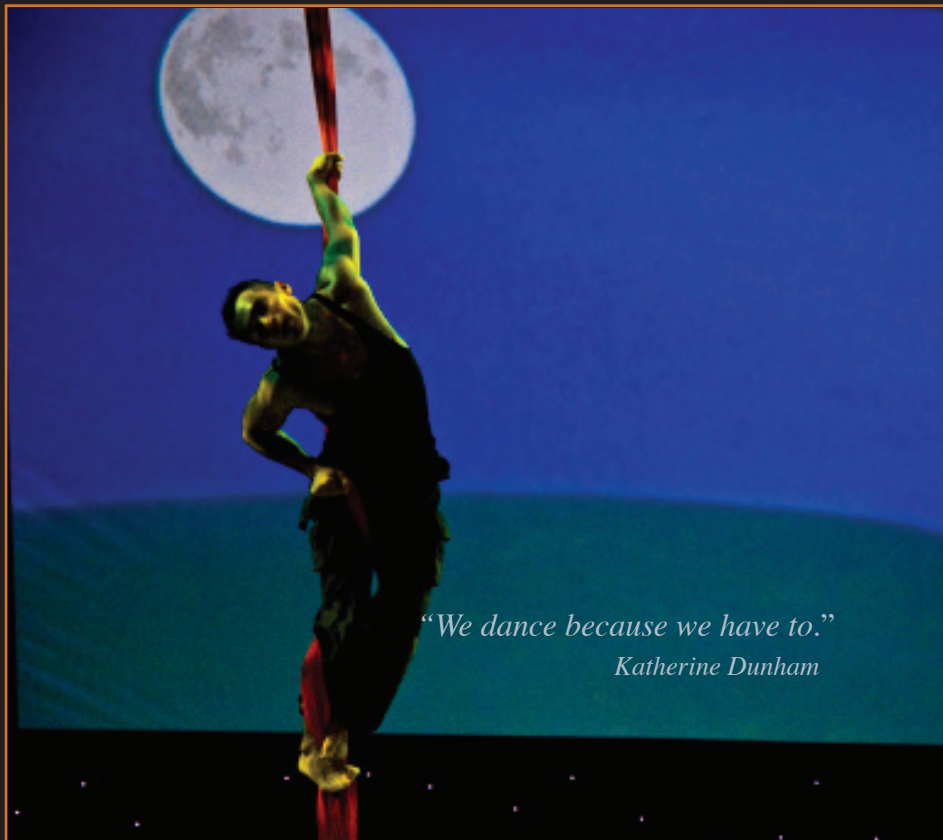
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888-705-9905

CREATIVEOTIS





*"We dance because we have to."*

*Katherine Dunham*

## CREATIVE OTIS INC.

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## MISSION . OBJECTIVES . PURPOSE

It has always been my objective, as a director, producer and creative, regardless of what genre of the business in which I am working, to build relationships and institutions focused around core values, while proffering a vision that is greater than any one individual, thus serving the whole. These objectives are not only sustainable, but speak of a world vision that unites us all regardless of race, creed, religious belief or color.

I bring all of my skills as a producer, director, writer, creator, choreographer, film maker, graphic artist, educator, teacher and practitioner of the arts together in everything I do. I consider myself a visionary who knows and understands how to interface with all aspects of management. I have garnered a 40-year career in the arts that speaks to my ability to embrace all genres and all disciplines both within the non-profit and commercial arena.

My experience in education has allowed me to foster strong relationships with colleges, arts institutions, and conservatories around the world including NYU Tisch, UCLA, Berklee College of Music, Cal-Arts and many more. It is my interest to embrace diversity, allowing access and equity to all people so that they might appreciate and embrace the many facets of the arts.

I've been involved in many marketing and branding campaigns as a commercial producer and director for several Fortune 500 companies. This includes Coca Cola, Proctor and Gamble, General Motors, Infiniti Car Company and the McDonald's Corporation.





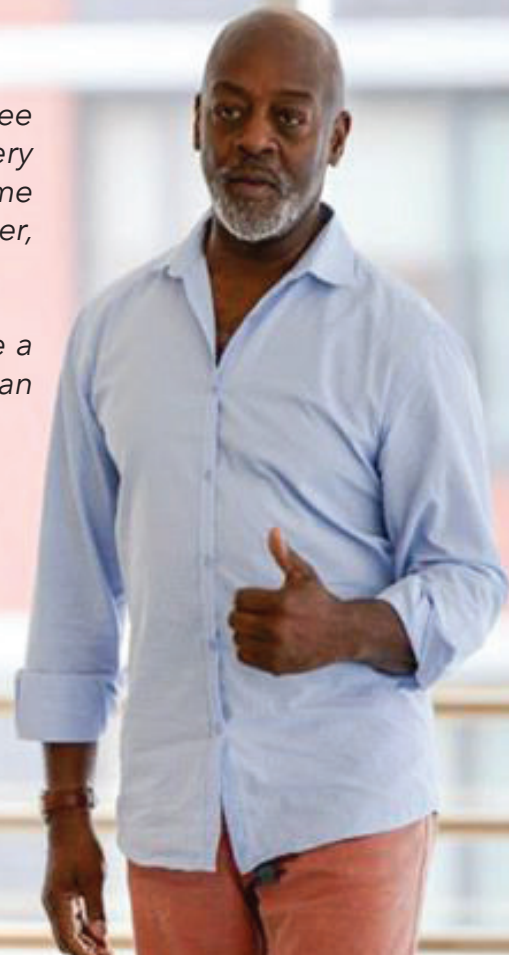
My life's work has always been in the pursuit of excellence, fostering and bringing together like-minded individuals who embrace these core values. I believe that together we can make a difference, not only in the immediate work place, but also in the world.



*"I must admit that it is the world of dance that has given me entree into the larger arenas and enabled me to do major works in every genre of the entertainment business. It has opened doors for me to create major works in theater, film and television as a producer, director and artist.*

*It has equipped me in all aspects of the theater thus giving me a well rounded mastery and preparation for what it takes to be an artistic director. It all ties together."*

Otis Sallid



# Biography



Not only style but substance is the benchmark of director Otis Sallid's work. His close attention and keen eye for detail always makes something special out of everything he touches. His accomplishments as a producer, director and choreographer in theater, television and film are known throughout the entertainment industry. His work in Spike Lee's **SCHOOL DAZE**, **DO THE RIGHT THING** and **MALCOLM X**, the opening titles for the television shows **LIVING SINGLE** and **SUDDENLY SUSAN**, Disney's **SISTER ACT II** and Thomas Carter's **SWING KIDS** has positioned him amongst the most notable producer/director/choreographers. The latter winning him the **BOB FOSSE L.A. CHOREOGRAPHERS DANCE AWARD**.

Born and raised in Harlem, New York, Otis Sallid's tremendous talent became apparent early in his life while studying dance with the Harlem Youth Unlimited. Instructors **ALVIN AILEY**, **LOUIS JOHNSON**, **PEARL PRIMUS**, **GEOFFREY HOLDER** and **THELMA HILL** recognized his affinity for dance and encouraged him to audition for the High School of Performing Arts. He was awarded a four-year scholarship. A full scholarship to the JULLIARD SCHOOL followed where **ANTONY TUDOR**, **BENJAMIN HARKAVY**, **MARY HINKSON**, **MARTHA GRAHAM** AND **JOSE LIMON**.



While at the Juilliard School Otis spent nights studying acting and directing at the NEIGHBORHOOD PLAYHOUSE and soon thereafter became a member of the distinguished **NEGRO ENSEMBLE COMPANY** working with such distinguished actors as Denzel Washington, Adolph Caesar, Antonio Fargas and Roscoe Lee Brown.

As an actor Otis worked his way through numerous Broadway shows including **THE WIZ, PURLIE, HALLELUJAH BABY, TWO GENTLEMEN OF VERONA, DON'T BOTHER ME I CAN'T COPE AND ME AND BESSIE** where he played Linda Hopkins leading man. The experience on Broadway and in acting companies served to expand Sallid's interest as he realized his dream to write, produce, choreograph and direct.



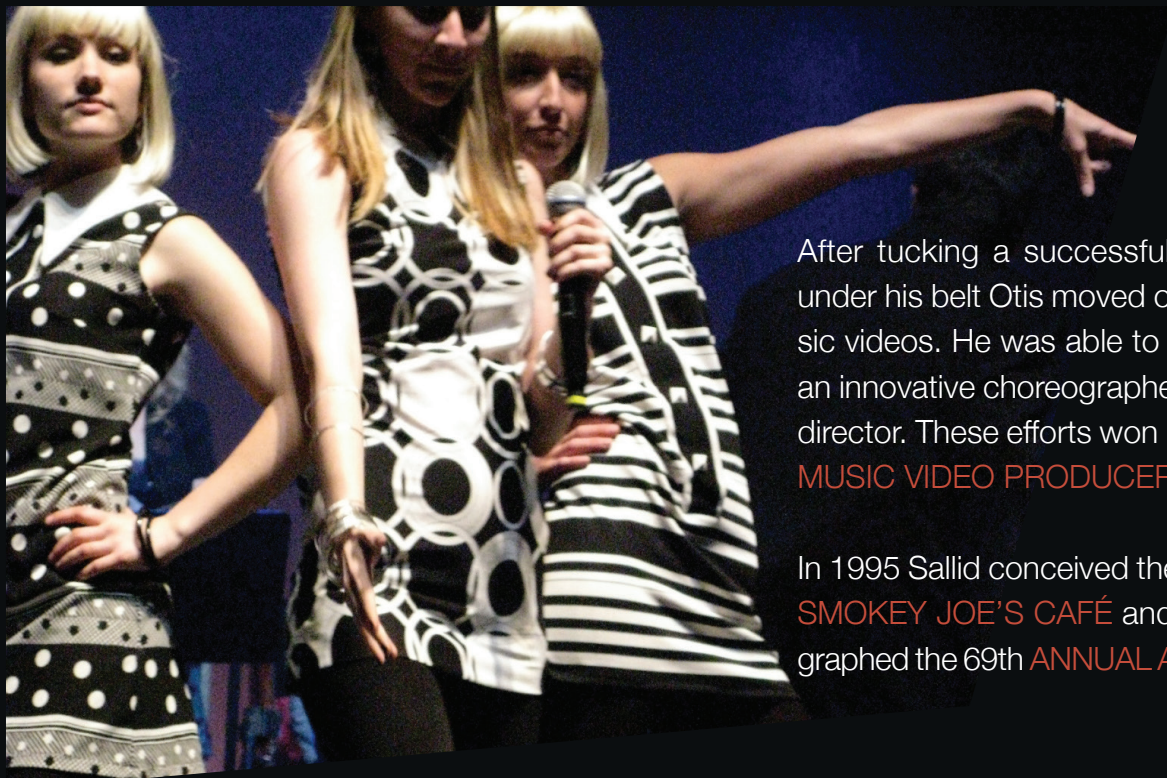
While working in the Broadway show *The Wiz* he formed his theater company The New Art Ensemble. In his first season Otis was able to produce the company on Broadway at the Edison Theater. The reviews were tremendous.

Debbie Allen after working with Otis in his company invited him to assist her in the hit television series *FAME*. While on the MGM lot in Hollywood and under her tutelage he soon learned to direct and choreograph for film. The following year he choreographed five episodes of the series.



Otis Sallid's commercial directing career began with his own production company **Creative Otis Inc.** Within the first year the company produced and directed more than a dozen national commercials for clients such as **FORD, COCA COLA, MCDONALDS, SPRITE, GEORGIA STATE LOTTERY AND GENERAL MOTORS.** This garnered him several commercial awards as well as appearing on the reels of Fortune 500 corporations.

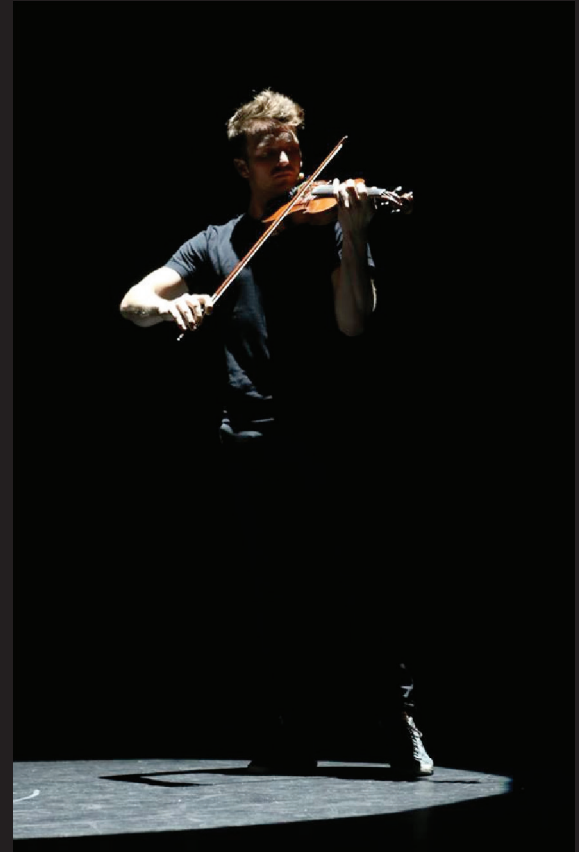




After tucking a successful commercial career under his belt Otis moved onto the world of music videos. He was able to mingle his talents as an innovative choreographer and an imaginative director. These efforts won him the MTV and the **MUSIC VIDEO PRODUCERS AWARD**.

In 1995 Sallid conceived the hit Broadway show **SMOKEY JOE'S CAFÉ** and in 1996 he choreographed the 69th **ANNUAL ACADEMY AWARDS**.

For the rest of the decade Otis went on to work with such artists as Faith Hill, Brooke Shields, Anna Devereaux Smith, Denzel Washington, Billy Crystal,, Christina Ricci, Patti LaBelle, Tony Bennett, James Pickens, Rocky Carroll, Loretta Devine, Julio Iglesias, Sam Jackson, Robert Sean Leonard, Gregory Hines, Spike Lee, Lawrence Fishbourne, Sarah Jessica Parker, Helen Hunt, Prince, Whoopi Goldberg, Debbie Allen, Vanessa Williams, Bill Cosby, James Ingram, Viveca Fox, BeBe and CeCe Winans, Don Cheadle and Queen Latifah.





As a television director Otis has directed several episodes of **LIVING SINGLE, FOR YOUR LOVE, A DIFFERENT WORLD** and the dance sequences for **THE NIKKI COX SHOW**. His children's television credits include **OUT OF THE BOX** for the Disney channel and **GULLAH GULLAH** for Nickelodeon.

He has also produced and directed the opening sequences for **SUDDENLY SUSAN, THE JEFF FOXWORTHY SHOW, LIVING SINGLE** and the end credits for the feature film **SISTER ACT 2**.

Otis continued to venture into new territories as he directed and choreographed the live segment event for the **40th Super Bowl** featuring **Stevie Wonder, John Legend, India Arie, and Joss Stone**.

In 2013 The Apollo Theater in New York City presented *James Brown: Get On the Good Foot ...A Celebration In Dance*, an original production created and directed by Otis Sallid. It is a world premier of an evening long dance performance developed by six choreographers from around the world that showcases the stylistic and cultural influences of the Godfather of Soul, *Mr. James Brown*







On the international stage Otis Sallid produces and directs the live events for the Middle East International Film Festival in Abu Dhabi.

In 2013 Otis completed shooting the FOX SEARCH-LIGHT feature film entitled BLACK NATIVITY starring Forest Whitaker, Angela Bassett, Tyrese, Jennifer Hudson and Mary J. Blige.



Also during the holiday season Otis produces and directs Mariah Carey in her show at the Beacon Theater in New York City.

When he is not running his production company Creative Otis Inc., Otis spends his time speaking and teaching in colleges, universities and arts programs around the world: [The Boston Conservatory](#), [Berklee School of Music](#), [Pace University](#) in New York City, [The Broadway Dreams Foundation](#) and [Perry Mansfield](#) in Steamboat Springs in Colorado just to name a few.

In 2017 Otis segment produced [Anna Deveare Smith's HBO film, Notes From The Field](#). He is also co-starring as a recurring actor in the new television series [Step Up](#) premiering on the new television network [YouTube Red](#) in 2018 .



Brooke Shields and Otis Sallid on the set of the hit television show [Suddeny Susan](#).



Otis Sallid creates "The Suits" for the Broadway show  
Smokey Joe's Cafe



OTIS SALLID

DIRECTOR CHOREOGRAPHER

RESUME



## TELEVISION DIRECTOR

For Your Love  
Nikki  
Suddenly Susan  
A Different World  
Living Single  
Gullah Gullah  
Out of the Box

The Forbidden Dance  
Dance Sequences  
Dance Sequences  
Do The Write Thing  
The Handyman Can  
Nickelodeon  
Disney

## TITLE SEQUENCES

### PRODUCER DIRECTOR

Sister Act II  
Suddenly Susan  
Living Single  
Addams Family  
The Jeff Foxworthy  
The Mask  
Showtime at the Apollo

End Titles  
Opening Titles  
Opening Titles  
Video  
Main Titles  
Promotional Video  
Writer of Theme Song



## STAGE

Broadway Dreams Foundatoin

Director Choreographer

Chorus Line, Color Purple, Little Shop, Dreamgirls, Songs by  
Sondheim, Hair, The Gershwin Collection, Peter Gabriel Suite,  
West Side Story, Once On This Island, Into The Woods, The  
Music Man, Chicago.

Mariah Carey on Broadway

Producer • Director • Choreographer

Smokey Joe's Cafe - Broadway

Conceived/Additional Musical Staging

Middle East International Film Festival in Abu Dhabi

Producer-Director of Live Events

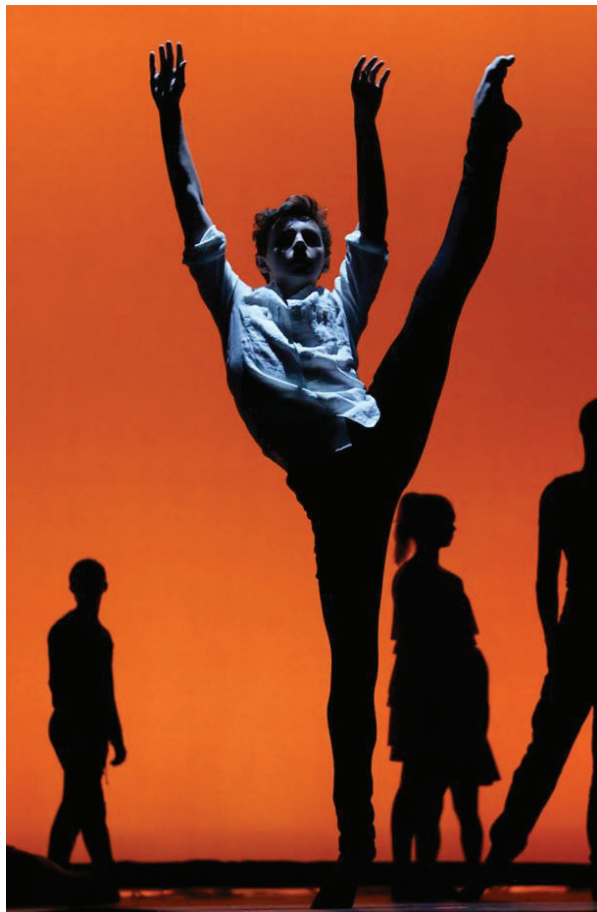
Get On The Good Foot

The James Brown Project

(Concieved/Directed/Choreographed)

The Apollo Theater





## CHOREOGRAPHER

### AWARD SHOWS

The Academy Awards • The Grammy Awards

The Essence Awards • The Triumph Awards

The Emmy Awards - (Assistant Choreographer)

Charlayne Woodard's Flight A Bridge Across Forever

Kirk Douglass Theater

Cornerstone Theater

Debbie Allen at Radio City • The James Ingram Tour

The Patty LaBelle Tour

### FILM

Black Nativity • Caveman's Valentine • Swing Kids

School Daze • Malcolm X • Hoodlum • Graffiti Bridge

Do The Right Thing

### MUSIC VIDEO

Faith Hill • Xscape • The Addams Family

Julio Iglesias "Tango"

Arrested Development (MTV Award)



OTIS SALLID INTERNATIONAL TRAVELING THEATER ENSEMBLE



## REVIEWS

*The cast displays such aptitude for singing and dancing that one can't help wishing there was more of both, especially in view of Otis Sallid's imaginative choreography.*

VARIETY

*"Otis Sallid's choreography is both eye and ear pleasing."*

LOS ANGELES TIMES

*"Sallid's movements alternates between humor and desperate emotion and always propels the story forward."*

VARIETY

*"Sallid has a highly developed sense of theater."*

*"The work is cinematic in texture....."*

IMPRESSIONS MAGAZINE

*Sallid's dancers are strong, intense performers, black and white, up in the air and down to earth.*

DRAMALOGUE

*"Otis Sallid knows how to arrange dances on stage and make them look wonderful".*

LOS ANGELES DAILY NEWS



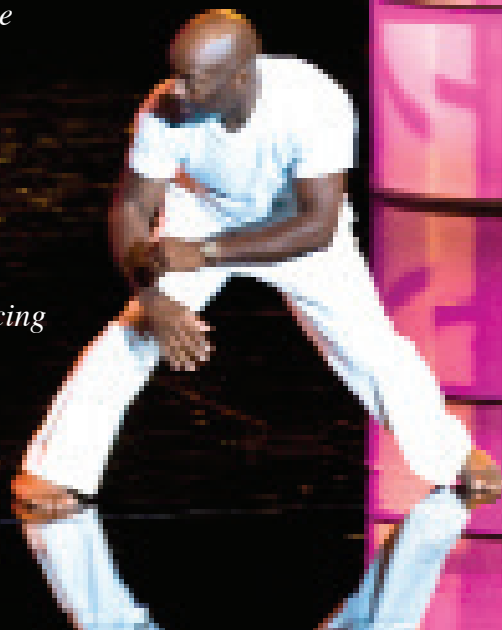
# The New York Times

## NY Times Film Review \_ Sister Act 2

*"The best part of "Sister Act 2" is the closing credits. The nuns bop around singing "Ain't No Mountain High Enough" and the priests are photographed from above while they lie on the floor doing a Busby Berkeley dance routine. Only then does this sequel hint at the gentle, entertaining satire of the original."*

## MOVIE REVIEW : 'Swing Kids': KENNETH TURAN | TIMES FILM CRITIC

*"And when "Swing Kids" cuts to the melody, it is hard to complain. As choreographed by Otis Sallid, the film's dancing is lively and energizing"*



# AWARDS

SMOKEY JOE'S CAFE  
7 TONY AWARD NOMINATION  
GRAMMY AWARD  
CONCEIVED BY AND ADDITIONAL MUSICAL STAGING

THE FOSSE AWARD  
"SWING KIDS"

THE MTV MUSIC VIDEO AWARD  
"EVERYDAY PEOPLE"  
ARRESTED DEVELOPMENT  
DIRECTOR • CHOREOGRAPHER

MUSIC VIDEO PRODUCER AWARD  
ARRESTED DEVELOPMENT  
PRODUCER • DIRECTOR • CHOREOGRAPHER

THE LEHMAN AWARD  
LIFETIME ACHIEVEMENT  
DIRECTOR • CHOREOGRAPHER





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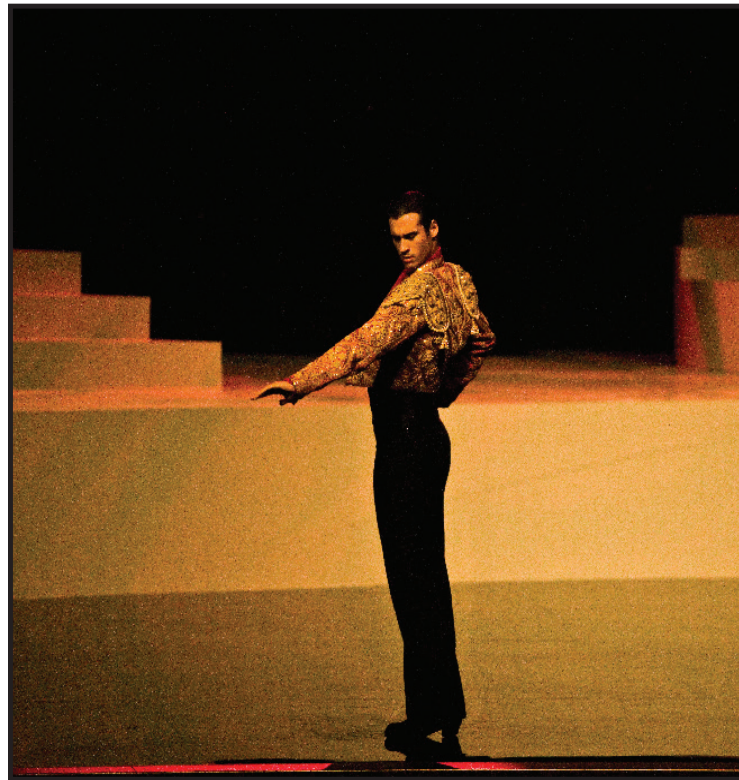
THE LEHMAN AWARD  
Lifetime Achievement Award  
Producer • Director • Choreographer

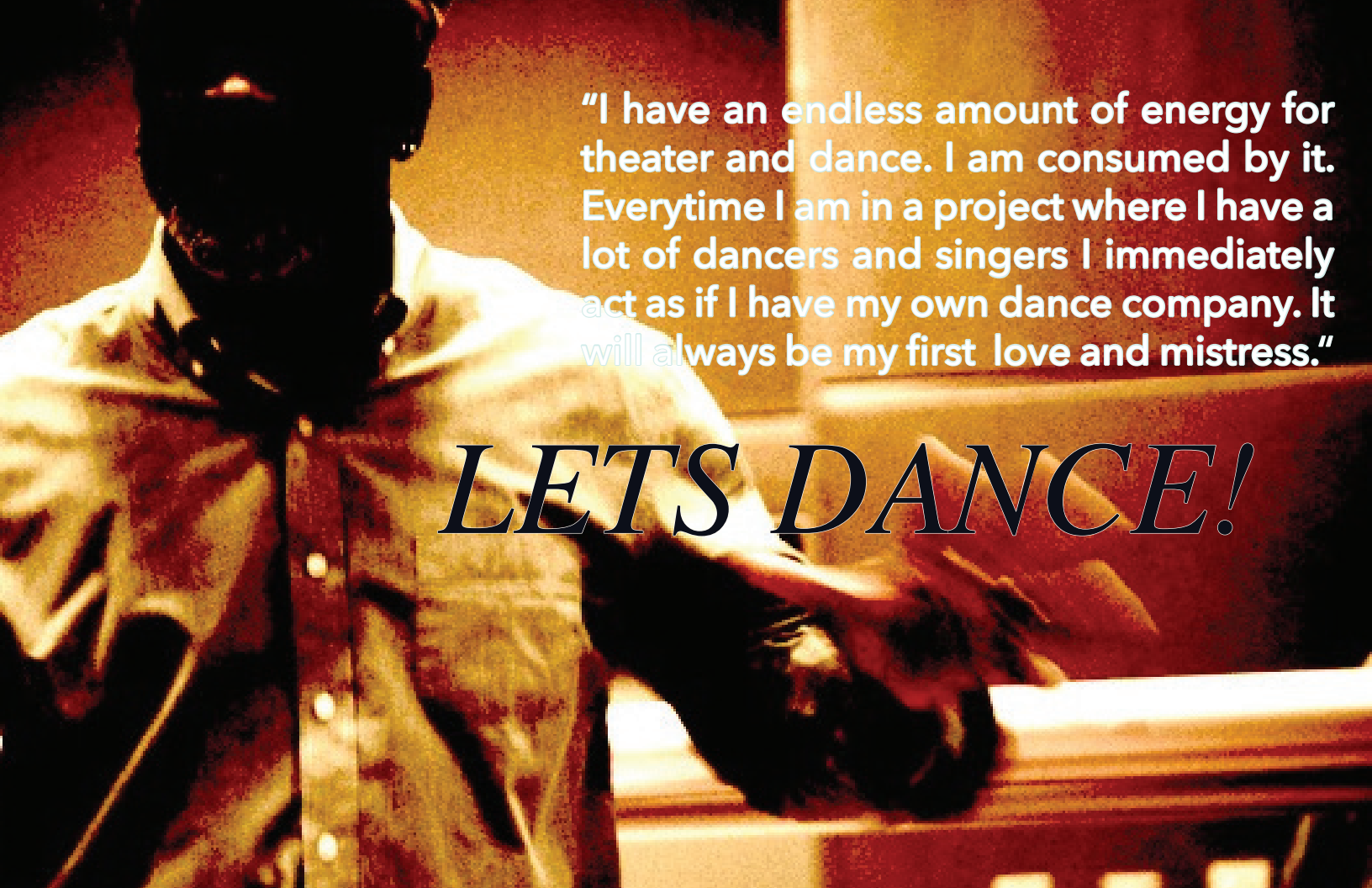
THE AUDELCO AWARDS ( 4)  
Off Broadway Theater

THE MOSAIC COUNCIL AWARD  
NEW YORK ARTS AND ENTERTAINMENT AWARD  
For Making A Difference

ACADEMY OF TELEVISION ARTS AND SCIENCES  
Assistant Choreographer • Fame

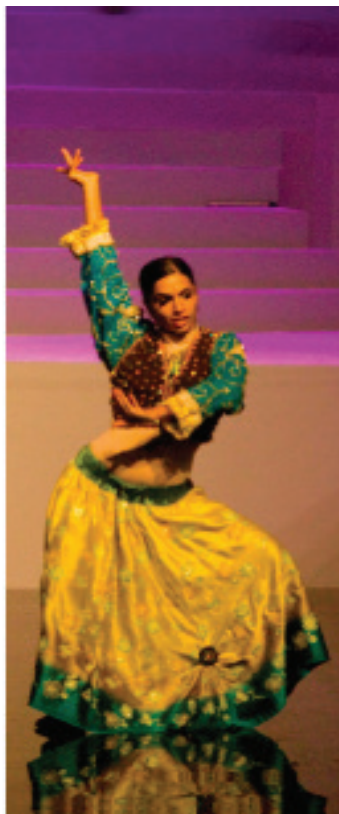
THE NAACP THEATER AWARD  
“Bigger Than Bubblegun”  
Director Choreographer



A man in a white button-down shirt is captured in a dynamic dance pose. He is positioned on the left side of the frame, with his body angled towards the right. His right arm is extended forward, and his left arm is bent. The lighting is warm and dramatic, with strong highlights on his shirt and deep shadows elsewhere. The background is dark and out of focus, suggesting an indoor setting like a club or stage.

"I have an endless amount of energy for theater and dance. I am consumed by it. Everytime I am in a project where I have a lot of dancers and singers I immediately act as if I have my own dance company. It will always be my first love and mistress."

*LETS DANCE!*



## ON STAGE







ABU DHABI

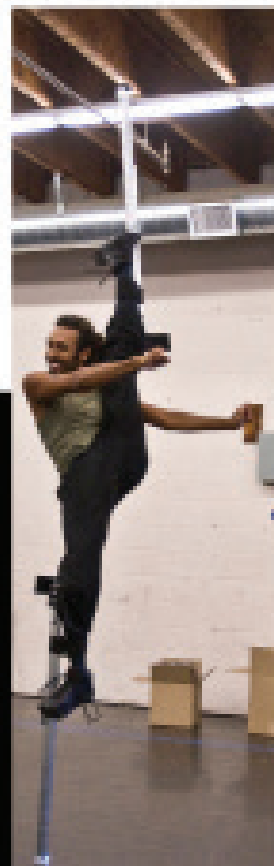














# THE JAMES BROWN PROJECT

THE APOLLO THEATER

Otis Sallid - Artistic Director

New York











# EDUCATION

For most of my life I have taught the arts to children and adults of all ages. I have taught them in many different communities and countries around the world. I often say that it is not a job for me, but a practice. It is what I do and have always done as an artist and as a professional.

It has been my interest to create a world-class arts program where students and artists embody the core values of the institution. Values such as discipline, honesty, kindness, commitment, and the pursuit of excellence. I believe these simple values create artists and citizens of tomorrow. Citizens that will make the world a better place to live.



# ChoreoLab

CONSTRUCTIVE NURTURING  
CRITICAL THINKING EMPOWERING  
EXPLORING UNDERSTANDING  
**MOVEMENT**  
**CHOREOGRAPHY**

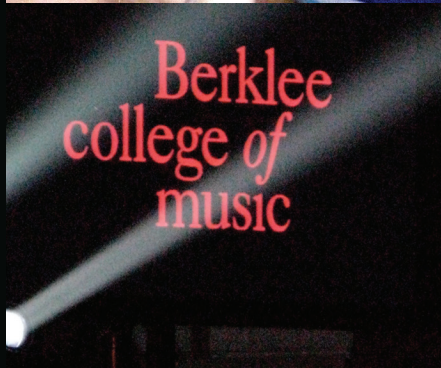
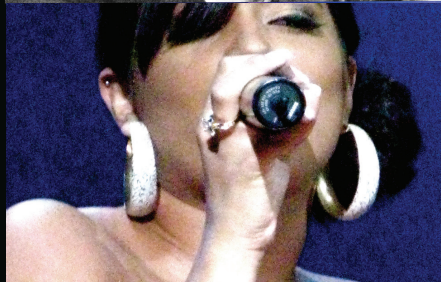
CONTEMPORARY  
HIP-HOP BALLET  
MODERN JAZZ TAP  
MUSICAL THEATER  
THE CRAFT OF  
CHOREOGRAPHY  
REMAINS THE SAME

When  
Sundays 3P-5P

Where  
Decatur School of Ballet  
151 C-Sam Street Decatur Ga. 30030

Team Leader  
**OTIS SALLID**





PERRY MANSFIELD

PERFORMING ARTS SCHOOL & CAMP  
STEAMBOAT SPRINGS, COLORADO

The  
Music  
Man

**OTIS SALLID**  
Director Choreographer





# PRODUCTION







# INTERNATIONAL

PRODUCTION SERVICES

New York

London

Paris

Los Angeles

Dubai

Abu Dhabi

Atlanta

Frankfurt

Toronto

# CREATIVEOTIS PRODUCTIONS

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From its inception, CREATIVEOTIS has always strived to be the best. As a creative production company CREATIVEOTIS is constantly working on the cutting edge of new ideas and innovations in the field of entertainment and entertainment production. Its founder and president, Otis Sallid, has often touted the company's ability to take a concept from "the page to the stage." "It is what we do." says Otis.

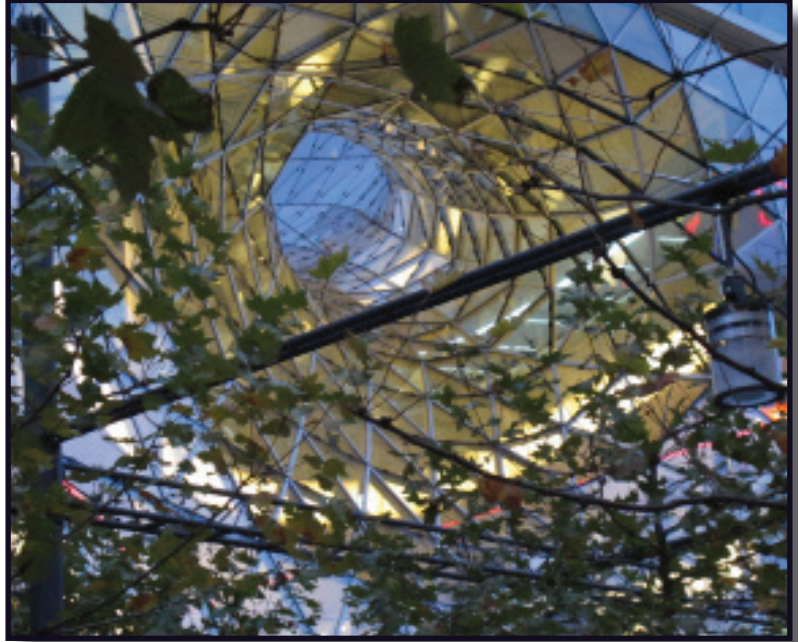
Our mission statement is that we do not have a mission statement. We have a philosophy. Our philosophy is that we are constantly in the pursuit of excellence.

Our clients have always been proud of our work, as we are proud to stand side by side with them as they usher the finished product into the marketplace. Even in the most difficult of situations we, as a company, have always been able to assemble a team of "creatives" and business professionals who can make the impossible, possible.

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FRANKFURT





LONDON





CREATIVEOTIS is a national and international theater and event producer and production company with strong skills in creative production, budget management, schedule implementation and contract negotiation.

CREATIVEOTIS is a self-motivated and directed company, effective in a fast-paced environment with outstanding project management skills with a proven ability to adhere to strict deadlines and generate quick, creative solutions to unexpected challenges.

## LIST OF SERVICES

I. CONCEPT, CREATION, DEVELOPMENT  
(from inception to performance and completion)

- Script Writing/Development
- Script Consulting
- Producing and/or consulting all aspects of creation and production
- Live show creation and concepts
- Direction
- Choreography
- Staging
- Dance Education Seminars and Classes



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## **II. PRODUCTION**

- Budgeting Development
  - Scheduling
  - General Management
  - Contract Negotiations
  - Company Management
  - Stage Management
  - Technical Management
  - Music Licensing
  - Film Licensing
  - Music and Film Rights Acquisitions
  - Insurance Services
  - Legals
  - Casting Services
  - Storyboards
  - Photography
- 
- 

## **III. DESIGNERS**

- Light Design
- Production Design
- Sound Design
- Costume Design
- Set Design
- Musical Director

## **IV. RECORDING SERVICES**

- Broadcast quality film shoot in Digital Formats
- Production to Post
- Trailers/Commercials

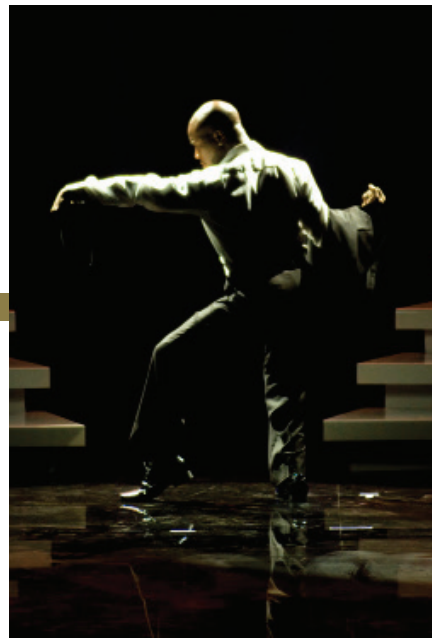






Paris





Photographers  
Hanan Saleh Ron Batzdorff Otis Sallid

Additional Photography: Adele Hodge



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