Jordan Hollander

Executive Producer · AI Production Workflows & Creative Operations

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PROFILE

Every pipeline, process, and tool should serve the creative. Most serve habit. I'm a filmmaker who builds systems: 13 years at Google Creative Lab directing films that make frontier technology easy to understand, and building the studios and AI workflows that let teams make that work faster, in-house. I learned production the traditional way, from network TV to $1M+ union shoots, so I know which rules protect the work and which ones just slow it down.

EXPERIENCE

Google Creative Lab · Executive Producer · Group Production Lead, New York — Apr 2013 – Present

Founder, CL Studios

- Built Creative Lab's in-house production and post team, delivering 40+ projects a year, from YouTube content to Super Bowl campaigns, and reducing agency spend by six figures annually.
- Built a full-service studio (soundstage, VO booth, color suite, NY and London edit suites), bringing broadcast production in-house.
- Migrated ~15M legacy files to Google Cloud Storage via a 1PB archive server and automated pipeline, making 13 years of footage searchable.
- Built custom cloud tools with engineering teams for real-time editorial review and automated deliverables, replacing paid third-party services and hours of manual work.

Founder and Program Lead, Google Studio Hub

- Promoted to Group Production Lead (Oct 2026) to build Studio Hub into a formal cross-company program.
- Scaled the CL Studios model company-wide, growing a community of production leaders from 13 to 80+ across 40+ teams in 13+ product areas, including Android, Cloud, DeepMind, YouTube, and Waymo.
- Led studio builds and cloud editorial rollouts across the US, LATAM, EMEA, and APAC, helping 7 teams launch in-house studios.
- Reduced security reviews for core cloud production tools from weeks to zero through Google-wide approvals.

Generative AI in Production

- Co-led an internal AI working group shaping how Creative Lab adopts generative AI in production.
- Created the AI Workflow Architect role and championed hiring a senior AI technologist for it.
- Built local GPU workstations for testing open and proprietary video, image, and voice models, and prototype production tools in Google Antigravity, cutting concept development from days to hours.

Selected Work

- Directed and produced dozens of concept films and prototypes for Google leadership and engineering teams, shaping future product roadmaps.
- **Gemini Robotics 2.0** (Producer, Director, DP) · **Making of *Ancestra*** with Darren Aronofsky and Eliza McNitt, Tribeca (Producer, Filmmaker) · **TextFX** with Lupe Fiasco (Producer, Filmmaker)
- **Project Euphonia**, Google I/O 2019 keynote (Director, DP) · **Creatability**, Cannes Lions Design Grand Prix (DP, Editor) · **AI Sketches with Bill T. Jones**, AICP Next Award (Director, DP)
- Contributed to Google's Super Bowl campaigns for Translate, Search, and Pixel.

Moxie Pictures · Production Manager, New York — Feb 2011 – Mar 2013

- Managed large-scale union commercial productions with budgets of $1M+, delivered on schedule.
- Led Moxie Media, the branded content arm, as line producer, shooter, and editor for Google, Golf Digest, Bluefly, and Harlem RBI.
- Produced Google's first-ever Search Stories series, launching the Creative Lab relationship that led to my hire.

Nickelodeon, Team Umizoomi · Production Coordinator, New York — May 2008 – Feb 2011

- Promoted from production assistant to Production Coordinator within a year; managed episode delivery and media assets, and liaised with the network and Nickelodeon Consumer Products.

NBC Universal · NBC Page, New York — Aug 2007 – May 2008

- Managed MSNBC Studio 6E; Today Show talent coordinator; supported live production for SNL and Late Night with Conan O'Brien.

EDUCATION

The Wharton School · Executive Education, Google Marketing Academy — 2016

NYU Tisch School of the Arts · BFA, Film & TV Production; Minor, Producing — 2007

SKILLS

Leadership: Program management, cross-functional leadership, freelance and vendor team management, change management
Production: Directing, cinematography, editorial, color, budgeting and scheduling
Infrastructure: Studio design, cloud editorial (LucidLink, Iconik, GCS), storage server architecture, media management
AI: Generative video, image, and voice workflows; local GPU model testing; prototyping in Google Antigravity and Claude Code