

Maura Dunbar



A member of the Producers Guild of America, Maura Dunbar launched MadDog Productions in 2020, after spending over 36 years working in entertainment as a highly successful senior-level broadcast/cable executive and producer of Emmy-nominated original programming. With 18 years working as a network executive, Dunbar's rich and diverse experiences have made her a recognized expert in programming strategies, development, packaging, and production, which has enabled her to produce over 600 hours of television movies and mini-series and become an expert in building a community around programming and marketing platforms.

Dunbar most recently launched MadDog Productions in 2020 with the premieres of *Jingle Bell Bride* and *The Christmas Ring* on the Hallmark Channel, Along with her 2021 slate "Don't Sweat the Small Stuff: The Kristine Carlson Story", starring Heather Locklear, and "Nantucket Noel" for Hallmark Channel. Dunbar has Executive Produced 24 original telefilms to date.

Before this, Dunbar served as EVP/Chief Content Officer of Odyssey Networks where she also headed up multiple subsidiary companies as President & CEO of Lightworks Pictures and Engage Entertainment.

Under Engage, she developed and produced over 21 films for the Hallmark Channel and UPTv, which have earned her multiple Telly, Camie, and Christopher Awards as well as recognition from the Dove Foundation. Some of her most notable projects include *A December Bride*, *Christmas at Pemberley Manor*, *Once Upon a Prince*, *The Note*, and *The Reckoning*.

At Lightworks, Dunbar oversaw *The American Bible Challenge*, which became one of the highest-rated shows in the history of the Game Show Network and earned her a Daytime Emmy nomination and Movie Guide Award for best game show. Additionally, she oversaw the company's launch into non-scripted documentary programming with its first commission from Oprah Winfrey's network, OWN, for "Serving Life," executive produced by Forest Whitaker and Nick Stuart. To date, this project alone has won over 10 awards, including the CINE Masters Series Award and the Humanitas Prize.

While in her tenure at Odyssey Networks, Dunbar also helped develop and launch a digital mobile app, "Call on Faith," that offered a selection of hundreds of videos featuring inspirational stories, prayers, meditations, and uplifting advice accessible to all and refreshed monthly.

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Additionally, she oversaw a team of producers who created over 300 short-form news videos for "On Scripture," widely distributed through Huffington Post and AOL.com.

Before her work with Odyssey through Engage Entertainment and Lightworks, Dunbar served as she Senior Vice President of Original Programming for Hallmark Channel. In her role, Dunbar launched the channel's franchise of original two-hour movies with rating successes such as *Love Comes Softly* and *Love's Enduring Promise* (starring Katherine Heigl), which have gone on to become the 2nd and 3rd highest selling home videos in the CBA market respectively.

Subsequently, Dunbar was also responsible for shepherding *Adoption*, a limited one-hour reality series about the intense emotional journey of parents building families through adoption, which was a ratings success and received high-profile awards from the Congressional Coalition on Adoption Institute and the Gladney Foundation.

In conjunction with the heads of distribution, marketing, and sales, Dunbar also helped grow the channel's distribution from 32 to 57 million homes, which drove the channel to the distinction of being the #1 Basic Cable Network in HH% in 2002. Preceding Hallmark Channel, Dunbar worked for 16 years as a creative executive for ABC Network, where she served as Vice President of Mini-Series and Special Projects. In this title, Dunbar distinguished herself for her ability to develop and produce content that achieved both ratings and critical success.

She also garnered numerous Emmy nominations and awards for her work on projects with best-selling authors and acclaimed directors such as Stephen King (*The Stand*, *The Shining*, *Storm of the Century*), Larry McMurtry, Peter Benchley, John Jakes, Dean Koontz, John Saul, Sydney Sheldon, Chris Columbus, Diane Keaton, Robert Halmi Sr., Lorna Luft (*Judy Garland: Me and My Shadow*), and Christopher Reeves (*Rear Window*).

Additionally, Dunbar had oversight on highly-rated franchises such as ABC Saturday Mystery's "Columbo," "Kojak," and "B.L. Stryker," along with the ABC Saturday Family Movies, which included the remakes of beloved Disney classics such as "The Barefoot Executive," "The Computer Wore Tennis Shoes," "The Shaggy Dog," "Freaky Friday," and "The Love Bug."

A testament to Dunbar's value to ABC, the network assigned her to the prestigious and selective Corporate Mentor Program in 1999, where she was mentored by CapCities/ABC, Inc. Chairman Tom Murphy.

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In addition to her professional career, Dunbar has actively served the film and television industry by making a positive impact through her professional outreach. During her four term serving on the Board of Governors for the Academy of Television Arts & Sciences, she served as Chair of the prime-time show committee for the highly-rated 2008 Primetime Emmy Telecast, as well as the Chair for the Governor's Award Committee, the ATAS Brand Strategy Committee, and the Future Media Committee.

Additionally, Dunbar previously served on the board of GLAAD as well as on the Entertainment Advisory Committee for the Salvation Army. Reaching out to foster young talent, Dunbar has also sat on the Communication & Fine Arts Council at Loyola Marymount University, where she served as Chairman of the LMU School of Film and Television's inaugural film festival. Richard Alatorre also honored her at City Hall for her active participation in the Boyle Heights Elementary Institute Student/Mentor Program.

Most recently, Dunbar was also awarded an appointment to "Kentucky Colonel" by the Governor

