



Rockwell Scharer III · 3rd

Founder and CEO, DropKey, inc. *Thomas A. Edison Award Recipient* Best Digital Product Innovation in Media, former Disney, NBC, Viacom, Live Nation, Paramount Exec

Talks about #tiktok, #dropkey, #contentcreator, #videoproduction, and #virtualproduction

United States · [Contact info](#)

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 DropKey®, Inc.

 University of Oregon - Charles H. Lundquist...

About

I love building cool stuff.

I'm passionate about Digital Media Product and Program Management, focusing on building innovative ... see more

Experience



DropKey®, Inc.

3 yrs 5 mos

Founder, Chief Executive Officer

Aug 2018 – Present · 3 yrs 2 mos
Beverly Hills, California, United States

Working on exciting new SAAS technology, pioneering the Consumerization of live chroma key background replacement combined with broadcast quality content creation with XR technology on iOS and Android.

Chief Content Officer

May 2018 – Oct 2019 · 1 yr 6 mos
Beverly Hills, California, United States

Responsible for the research and product development of the first turnkey Chroma key camera mobile application with SAAS for B2B and B2C that pairs via Wi-Fi with a pop-up inflatable Studio in a Bag using Artificial Intelligence to obtain a perfect key for amateurs. Recruited and led a sixteen-person team of Academy, Emmy and Edison award-wir ...see more



Angel Investor/Founder/Chief Executive Officer

MediaBook®

Aug 2018 – Present · 3 yrs 2 mos
Beverly Hills, CA



Senior Program Manager Consultant

The Walt Disney Company

Oct 2019 – Mar 2020 · 6 mos
Burbank, CA

Assisted in the acquisition of Twentieth Century Fox.



Digital Product Manager Consultant Global Technologies

Live Nation Entertainment

Jun 2017 – Jul 2018 · 1 yr 2 mos
Hollywood, CA



Sr. Project Manager Consultant

NBCUniversal Media, LLC

Aug 2016 – Jul 2017 · 1 yr
Universal City, CA

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Education



University of Oregon - Charles H. Lundquist College of Business

Bachelor's Degree, Finance, Accounting

Activities and Societies: As a teenager, won six Jazz Ensemble College Competitions playing piano while touring the Pacific Coast. Attended Jefferson High School for the Performance Arts and was Bob Hone's personal piano player on a Pacific Coast Tour with the USO and

and was also Hope's personal piano player on a some college tour with the USC, and then played with the Tonight Show Band at seventeen years old.



University of California, Los Angeles

Creative Writing

Activities and Societies: Master's Mentorship with Best-selling Author Lynn Hightower in Creative Fiction. Published two books on Amazon, Kindle, eBooks, Franchise Media Group. . https://www.amazon.com/s?k=rockwell+scharer&ref=nb_sb_noss

UCLA MFA Creative Writing Program

Licenses & certifications



Scrum Fundamentals Certified (CSF)

SCRUMstudy - Accreditation Body for Scrum and Agile;Download Free Scrum Body of Knowledge(340 pages)
Credential ID 101925

See credential



Scrum Master Certified (CSM)

SCRUMstudy - Accreditation Body for Scrum and Agile;Download Free Scrum Body of Knowledge(340 pages)
Credential ID 101938

See credential



Scrum Product Owner Certified (CSPO)

SCRUMstudy - Accreditation Body for Scrum and Agile
Credential ID 102096

See credential

Volunteer experience



Mentor

Los Angeles Team Mentoring, Inc.
Children



Writing Mentor

Young Storytellers
Children