



# MICHAEL PRINI

TELEVISION & DIGITAL EXECUTIVE, ENTREPRENEUR

Toronto Canada

+1 416-576-7764

michael@primevista.com

primevista.com

blinktea.com

## SUMMARY

Award winning executive producer and president of Primevista Television, a successful Toronto-based television production company. Creator and founder of Blink Tea, premium, organic tea company. A passionate and inclusive leader skilled at dovetailing creative, budgetary and timeline needs for all stakeholders. Highly-engaged, curious and creative; a champion of diverse viewpoints and practices that exceed expectations.

## WORK EXPERIENCE

**BLINK TEA INC.**  
2018 - PRESENT

### President/Founder

Creator and founder of [Blink Tea](#) - a fresh and aspirational spin on the growing tea market. Blink Tea turns tea on its side, curating artisan quality teas, herbals and latte blends by Bold, Medium and Mild with tantalizing taste experiences in each vertical. Blink Tea takes the B2B and B2C customer by the hand and connects them to the right tea for the best time.

- Ladder years of high level media and marketing expertise into the creation & launch of an authentic beverage experience that resonates with B2C and B2B customers.
- Market research and testing to determine core and adjacent retail and wholesale customer base. Source top quality teas and accessories; negotiate supply.
- Develop Blink Tea brand as upbeat, authentic experience for millennials and baby boomers seeking healthy beverage options suited to their lifestyle.
- Product and marketing education - become a Certified Tea Sommelier, obtain Digital Marketing Certificate from University of Toronto.
- Position Blink Tea as B2C & B2B - proprietary website + foodservice, retail and collaboration on new products.
- Develop and execute simultaneous, multi-platform content ideation and strategy for B2C and B2B. Develop organic marketing relationships.

**PRIMEVISTA TELEVISION INC.**  
1997 - PRESENT

### President/Executive Producer

Creator and producer of over 250 hours of critically acclaimed factual entertainment programming welcomed by viewers in Canada and around the world. Television credits include Sarah's House, Sarah's Cottage, Real Potential, Design Inc., Sarah 101, Room Service, Critical Listing, Dirty Business, and Savoir Faire.

- Hands-on leader, strongly-versed in budget creation, financing and management (\$1M+), on-time and on-budget delivery, manage production partners, talent and staff, licensing, marketing, and needs of public and private stakeholders.
- Develop and maintain relationships with broadcasters in Canada, the US and internationally. Regular attendee of media-focused markets and conferences in the US and Europe.
- Seek out international content formats for the Canadian audience; engage interest of related parties - i.e. national, regional and local tourist boards.
- Innate ability for choosing and developing new screen talent and points of view that resonate with Canadian and international viewers.
- Act as self-distributor of proprietary programming catalog, licensing Canadian content to global broadcasters at a premium.
- Winner and multiple nominee of Canadian Screen/Gemini Awards, Yorkton Film and Video Festival, Summit Digital Awards, Canadian Cable TV Association.

**CTV TELEVISION NETWORK**  
1989 - 1997

### Journalist/Producer

Producer and writer with CTV News, the flagship network newscast. Devised and shaped editorial and visual direction with reporters stationed at historic world news events. Created special projects and pilots to evolve the CTV News brand in new directions.

**FREELANCE  
JOURNALIST**  
1985 - 1991

**Journalist/Producer/Writer**

Writer with CBC and CTV National newscasts, and syndication producer for network affiliates. Feature writer with noted magazines Toronto Life, Canadian Business, Atlantic Insight plus daily newspapers and journals across Canada and USA. Produced and hosted numerous corporate video projects.

**NEW BRUNSWICK  
BROADCASTING**  
1985 - 1987

**News Anchor/Reporter**

Television and radio anchor. Noted journalist, covering politics and news events of local, regional and national significance. Producer and host of New Brunswick's top-rated public affairs program, and editorial contributor to national and international news organizations.

**PORTFOLIO**

WEBSITES

---

WWW.PRIMEVISTA.COM / WWW.BLINKTEA.COM

**EDUCATION**

**UNIVERSITY OF  
TORONTO**  
2016 - 2017

**Digital Marketing Management Certificate**

Strategic, tactical and creative essentials of an organization's digital presence. The key foundations of current methodologies and tactics, including the principles of website design and content, search engine marketing, social media, Email marketing and Web analytics.

**VARIOUS**  
1991 - PRESENT

**Continuing Studies**

Graduate and Continuing Studies in media arts and journalism programs at Ryerson University, Algonquin College, University of New Brunswick and Fanshawe College.

**MEMBERSHIPS**

---

Academy of Canadian Cinema and Television, Women in Film and Television , Tea and Herbal Association of Canada