Andrés "Andy" Rosenblatt

Metrópolis Film

“ I saw an opportunity to create a world-class film company in Uruguay. ”

COUNTRY	Uruguay
INDUSTRY	Consumer Goods & Services
EMPLOYEES	19
YEAR SELECTED	2002
WEBSITE	www.metropolisfilms.net

COMPANY SNAPSHOT

Andy has channeled his passion for the film industry into Metropolis Films, a film production company that produces high-quality TV advertisements and documentaries, and provides services for international film production companies. With four offices across Uruguay, Argentina, Puerto Rico and Venezuela, **Metropolis Films is a community of innovative directors, international producers, designers, editors and production professionals based in Puerto Rico, Argentina and Uruguay.** Advertising agencies, film producers and television networks work with Metropolis Films to create compelling commercials, programming and feature films.

Andrés Rosenblatt (Andy) has been attracted to the film industry since he was six years old, when a friend took him backstage Channel 12, one of Uruguay's largest TV broadcast stations. Andy studied film and communications in New York Institute of Technology, with a minor in Business Administration. After his return to Uruguay, Andy gained experience in the industry by working in post-production for a local television station and running Ogilvy & Mather's Cilom, Latin America's Information Center, which published books and manuals and dubbed training tapes. Andy was founder and director of OMTEC, Ogilvy's in-house production company. He left OMTEC in 1991 to found Metropolis Films.

Andy invested heavily in making the company an example of Latin America's potential to blend creativity and cutting-edge technology with the natural advantages offered by the region. Andy has gained significant market exposure, and succeeded in capturing the attention of the largest companies in the local market. Metropolis' roster of international clients includes leading companies such as CNN, Sony, Unicef, Toyota, Heineken, Budweiser, Bacardi, General Motors, Honda, Ford Motor Company, AT&T, Cingular, PepsiCo, Palmolive, Unilever, Procter & Gamble and other major international brands.

The firm was selected as the best Uruguayan film production company for six consecutive years by Latin Spots. Andy received international acclaim for his work on the film *Miami Vice*, and was chosen by CBS to film the Uruguay segment of Emmy Award-winning reality show *The Amazing Race* in 2006. Recently, Metropolis worked on the Uruguay auditions for the American reality TV series "Q'Viva!", starring Jennifer Lopez and Marc Anthony.

ENDEAVOR AND METRÓPOLIS FILM

In addition to local publicity support and ad-hoc network connections, Andy has benefited from Global services such as the eMBA and G-Lab programs (which assisted in his expansion strategy), Immersion Tour, workshops, and multiple Entrepreneur Summits. Endeavor is currently helping Andy develop connections in Hollywood.

Andy has demonstrated commitment by assisting with Endeavor Uruguay videos, and serving as a selection panelist.