Benjamin Lybrand

Head of Video Production | Creative Video Lead | Global Storytelling Strategist

Portfolio | LinkedIn

EXECUTIVE PROFILE

Creative video leader with 15+ years of experience building and scaling global video strategy across international institutions and Silicon Valley technology brands. Currently lead studio operations, international field production, executive video communications, and original programming initiatives at the World Intellectual Property Organization (WIPO).

Proven track record managing multidisciplinary teams, overseeing production budgets and vendor partnerships, modernizing studio infrastructure, and launching new content formats that expand digital reach. Expert at translating complex institutional and technical subject matter into emotionally resonant, platform-native storytelling for global audiences.

Core Competencies: Video Strategy & Leadership | Studio Management | International Field Production | Executive Communications | Livestream & Podcast Development | Budget Ownership | Vendor Negotiation | Infrastructure Modernization | Multilingual Content Distribution | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

Geneva, Switzerland | 2021–Present Video Producer | Studio & Field Production Lead

Team & Creative Leadership

- Lead and mentor a video team that includes: a Video Production Assistant, Digital Producer, and TikTok Producer.
- Creative-direct freelance editors and third-party production partners.
- Direct broadcast studio technicians and cross-functional collaborators.
- Own end-to-end creative strategy from concept development through global distribution.

Strategic Programming & Platform Expansion

- Conceived and launched WIPO's flagship talk show, *Mission Imagination*, positioning the organization at the forefront of global IP discourse.
- Founded and directed a video podcast initiative to expand digital engagement.
- Produce livestreams of all of WIPO's major report press conferences.
- Spearheaded documentary-style storytelling initiatives to broaden audience reach beyond specialist communities.

International Production Leadership

- Directed filming missions across 12 countries (2021–2026), overseeing creative vision, logistics, field crews, budgets, and distribution strategy.
- Manage production budgets for field missions, commissioned animation projects, and major studio initiatives.

Studio Modernization & Infrastructure Strategy

- Led vision, design, and procurement for next-generation studio renovation.
- Transitioned from PTZ systems to cinema-grade camera platforms.
- Designed modular suspended display system enabling flexible multi-format productions.
- Implemented streamlined "skybox" lighting architecture and dedicated full-body green screen installation.
- Oversaw vendor negotiations and capital investment planning.

Executive Communications & Brand Stewardship

- Produce high-level messaging for the Director General and senior leadership.
- Align video initiatives with broader organizational communications strategy.
- Support channels reaching 600,000+ followers/subscribers across major platforms.

UNITED NATIONS — Department of Global Communications

New York, USA | 2013–2021 Video Producer & Editor

- One of two specialized video producers serving UN Headquarters across peacekeeping, climate, gender, youth, and global policy initiatives.
- Led video strategy during UN General Assembly and major international observances.
- Produced executive communications for the UN Secretary-General across nine working languages.

- Developed high-impact “scene-setting” films for Heads of State meetings.
- Partnered with senior communications leadership to align content with global messaging priorities.
- Directed and led international field productions and managed multilingual global distribution.

PRIOR EXPERIENCE — SILICON VALLEY

Intel Corporation — Video Editor | Santa Clara, CA | 2011–2013

Freelance Clients: 2009–2011 — Electronic Arts | Twitch | Logitech | Cisco | FlipVideo | Community Action Partnership

Santoki Productions — Producer / Shooter / Editor | San Francisco, CA | 2007–2009
Produced investigative reporting and documentary content for national broadcast and cable news: NBC, CBS, MSNBC, and CNBC.

EDUCATION

BFA, Filmmaking San Francisco Art Institute

ADDITIONAL INFORMATION

Languages: English (Native) | French (B2 – Upper Intermediate)