

Al Sgro

Producer & Tech Director



BACKGROUND & BIO

I'm a Los Angeles-based **Technical Director** and **Producer** with experience leading multidisciplinary teams across live events, broadcast, and digital productions.

My work spans live events, theatre, film/TV, and branded content, supporting agencies, corporate clients, networks, and artists. I'm known for solving problems quickly, leading calmly under pressure, and delivering when stakes are highest.

Featured Project:

Meta: We the Culture

Los Angeles

- Producer / Director – Multicam livestream
- Bonded & redundant cellular delivery
- Live performance broadcast environment
- High-profile talent & agency stakeholders

Outcome: Seamless live broadcast delivery



Featured Project:

YouTube Music: Corporate Leadership Summit

Los Angeles

- Technical Direction & live production oversight
- End-to-end systems coordination
- Presentation, playback & AV integration
- Executive-facing technical support

Outcome: Precision execution in high-visibility environment



Featured Project:

YouTube Shorts Activation: Billie Eilish

Barclays Center, Brooklyn

- Technical Direction & experiential systems execution
- Mirrored photo booth builds for attendee interaction
- Audio-integrated selfie capture experience
- Immersive “underwater tunnel” via projection mapping
- Multi-element installation in high-traffic live event environment

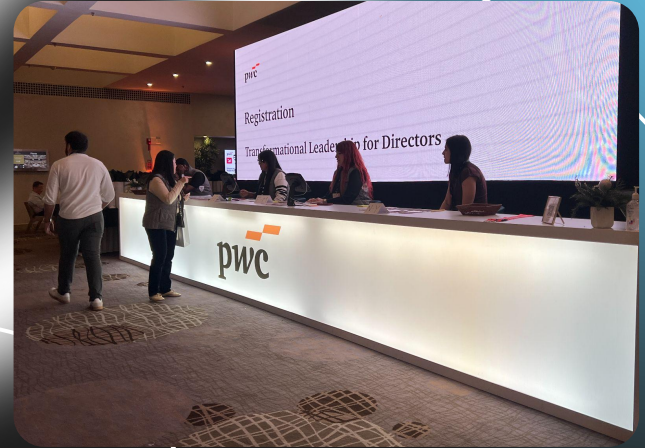
Outcome: Seamless large-scale fan engagement activation



Corporate & branded production

- Project Manager
- Executive & leadership summits
- Custom white-labeled event app design & delivery
- Registration workflows & badging systems
- Agenda & presentation integration
- Speaker & live program support

PwC · CBRE · GSK





- Calm, solutions-focused leadership
- Reliable execution under pressure
- Clear communication with creatives & clients
- Precision show flow & cue discipline
- Fast troubleshooting & adaptability
- Broadcast-level technical standards

Let's talk



Contact

alsgro@gmail.com
[+1 \(323\) 578-2568](tel:+13235782568)
[LinkedIn](#)

imdb

[imdb.com/al-sgro](https://www.imdb.com/name/nm0000123/)

Press

[Voyage LA](#)
[Shoutout](#)