

Krystal Jalene Thomas

Continuing Lecturer at Haas School of Business, University of California, Berkeley

Berkeley, CA, US

Branded-entertainment pioneer with expertise in content development, advertising and strategic communication across all industries

About

Krystal Jalene Thomas is a Continuing Lecturer and member of the Professional Faculty at Berkeley Haas. She holds degrees from Berkeley Haas and the USC School of Cinematic Arts, Peter Stark Producing Program. A regular on the "Haas Club Six" list of faculty achieving high student ratings, Thomas has been consistently recognized for her teaching work in marketing and communications. Her first book "Office Hours: How to Go from School to World Rule" was released by Sentia in 2018. As a writer-producer, Thomas has twice been recognized as "One to Watch" by the Producers Guild of America; received The Accolade Award of Excellence for a TV Pilot; awarded the NATPE Unscripted Television Fellowship from the Walter Kaitz Foundation; bestowed a Hedgebrook Writing Residency for dramatic television; and named to the "Roots 100" list of emerging and established media leaders. Her work has been featured at the New York Television Festival, the Newport Beach Film Festival, Orlando Film Festival, the Canadian International Women's Film Festival and Sundance. She has produced television and digital media for companies such as Disney, Kellogg's, BMW, BET, Showtime, PBS, and Western Digital. A pioneer of branded entertainment, her career as a marketing executive boasts a list of F100 digital brand launches, in addition to helming global marketing agencies for KardstadtQuelle, and Omnicom. Thomas began her career in strategy at Accenture.

Areas of Expertise

TV, Film, and Digital Entertainment, Diversity, Segmentation, Strategic Marketing, Communication, Media, Branding, Content Development

Selected External Service & Affiliations

Member, UC Regents Chancellor Scholarship Committee for UC Berkeley, Member, Committee of Undergraduate Scholarships and Honors, Founder, Berkeley-Haas Women's Empowerment Day (WED) UG Conference, Mentor, Women in Cable Television (WICT) Executive Development Program, Master Course Instructor, Cable Television & Marketing Association (CTAM), Film, Television, and Web credits available upon request

Positions Held

At Haas since 2010

2010 - present, Continuing Lecturer, Haas School of Business 2006 - present, Executive Producer, Pooka Ventures

Education

School of Cinematic Arts, USC
MFA, Peter Stark Producing Program

University of California, Berkeley, Haas School of Business
BS

Honors & Awards

Undergraduate Program Member of Faculty Club 6
2010 - Present

THE ROOT 100 List of Emerging and Established Media Leaders
Univision Communications

Hedgebrook Writing Residency
Episodic Dramatic Television

International Accolades Award of Excellence
Dramatic Television Pilot

National Association of Television and Production Executives (NATPE) Fellowship
Unscripted Television

Festivals:

New York Television Festival, Newport Beach Film Festival, Orlando Film Festival, Canadian International Women's Film Festival

Producers Guild of America, Power of Diversity Fellowship
TV Drama

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