

**Chachi Senior**  
*Biography*

As Paramount Network's Senior Vice President, Alternative Series and Development, Chachi Senior leads the network's non-scripted development team, overseeing hits like "Ink Master," "Bar Rescue," and "Ink Angels," as well as the Peabody award-winning documentary series, "TIME: The Kalief Browder Story" and "Gone: The Forgotten Women of Ohio." Senior is currently leading the creative development of the highly anticipated documentary series "Rest in Power: The Trayvon Martin Story."

Prior to joining Paramount Network, Senior served as CEO of Ardaban, a dedicated entertainment format company whose development is produced in conjunction with Shine America and distributed globally via Shine International. As Ardaban's top executive, Senior led NY and LA based teams dedicated to creating and developing new formats for both the US and International marketplace.

Senior is one of the leading reality content producers in the TV industry, having sold and produced programming around the world to such networks and companies as TV Asahi, BBC America, Bravo, CMT, E!, Endemol, Fremantle, Fuji TV, Comedy Central, Planet Green, Oxygen, Food Network, Shine, Travel, and Tru TV, among others.

An Emmy® Award-winning executive producer and director, Senior has launched numerous successful formats including "Chopped," "Momentum," "Randy Jackson presents Lovesong," "Winsanity" and "No Kitchen Required." Additionally, Senior has won two Emmys for the digital series "Book Obsessed" which he directed and executive produced in 2009.

Before Ardaban, Senior served as Co-president of IAC's Notional, where he spearheaded the creation, sale and content production of numerous formats for global distribution.

Prior to helping launch Notional, Senior spent three years at City Lights Media, building out its television and digital departments. He created and produced content for brands and networks such as ABC Family, Barnes & Noble, Glamour, Hearst, Kohler, Lifetime, MTV, MySpace, Reader's Digest, SITV, Walmart, TLC and WETV.

Senior began his career as a principal at First Motionless Pictures before moving on to AMC Networks. He has produced several music videos, commercials and independent films including: Los Angeles Film Festival winner and Independent Spirit Award nominee Unknown Soldier, and South-by-Southwest Audience Award winner Blackballed - the Bobby Dukes Story.

In 2001, (after 9/11) Senior placed his production career on hold for one year and volunteered to teach film production to juniors and seniors at NYC's High School of Art & Design.

Senior currently resides in Santa Monica, California with his wife Adriana, and their two daughters Ava and Chloe Belle.