

ROB STEINBERG

PRODUCER and WRITER BIOGRAPHY

ROB STEINBERG was born in Philadelphia and graduated Phi Beta Kappa from Tulane University, New Orleans in 1981 with a Bachelor of Arts degree. He created the university's first self-designed major in Communications.

Rob spent eight years in the music industry involved with marketing, promotion, publishing and management. His most noted acts include the Scorpions, War, Bob Marley & the Wailers and Ziggy Marley & the Melody Makers. After a near-fatal automobile accident, Rob switched careers, choosing to direct his talents toward the film business.

Rob wrote, produced, and starred in a short film called **Roses Never Die**. It received critical acclaim, and showed at several festivals. Rob has appeared in several feature films, television shows and commercials as an actor. Over the years Rob has worked with such noted Hollywood luminaries as Joel Silver, Lawrence Gordon, Renny Harlin, Barbet Schroeder, Jonathan Kaplan and Academy Award winner Delbert Mann. Rob produced his first feature film **Resolution**, wearing hats as both Executive Producer and Lead Actor. The film is being distributed by Alpine Pictures. Additionally, he executive produced **In a Dark Place** distributed by Cosmos Films.

Rob has written and is developing a romantic comedy set in New Orleans about a tough, local rhythm & blues singer who reluctantly falls in love with a recently divorced, overly sensitive, college professor...called **Tell It Like It Is**. Also under the pen... or the keyboard is a book of bizarre personal vignettes called **These Are Not The Droids You Want!** A one-man stage production of the book will follow.

In 2004, Rob won a **Telly Award** for best writer in an Academic Short as part of a CD-Rom that accompanied an educational economics test book, produced by Publishers Media Corporation

Rob's production company, **Scarlet Fire Entertainment**, has created a half-hour television pilot called **Par for the Course!** Think *Cheers* meets *Tin Cup*. Also in development is **A Birds of a Feather**, an animated feature where rival gangs of pigeons battle over territory, prejudice and love in New York's Central Park. Think *West Side Story* with pigeons - but without all that death and stuff. Rob is developing another half hour television pilot called **Manage This** with Jon McHugh another Tulane graduate (President of the Los Angeles Chapter of the National Association of Recording Arts and Sciences and Vice President of Jive/Zomba Music.) **Manage This**, follows a music manager through his trials of dealing with the music biz and very needy artists. *Think Curb Your Enthusiasm* meets *Arliss*. Rob is working with writers, directors and talent to package feature films.



Scarlet Fire Entertainment

9401 Alcott Street Suite 104 Los Angeles, CA 90035
Tel: 310-550-5727 Mobile: 310-770-5877 Fax: 775-255-6928
Website: www.scarletfireent.com Email: fireflix@aol.com