

Casey Dale

Showrunner · Creator · Executive Producer

Studio City, CA · casey.dale@gmail.com

Producer and Showrunner with 20 years of building original content that had no existing playbook. Has designed production workflows from scratch for formats that did not yet exist, led creators and directors through exploratory processes with no established roadmap, and delivered across multiple concurrent series. Oversaw all graphics, VFX, and digital media pipelines throughout, including evaluating and integrating new tools into live production schedules. Brings the same instincts to emerging technology as to any new format: figure out what works, build the system around it, document it so the next team can scale it.

WHY INKUBATOR

Workflow design under uncertainty. Every original format Casey built required inventing the production system alongside the content. No template, no precedent. Sprint structures, review cadences, tool evaluations, documentation for scale. That is the daily work of INKubator.

The human editorial layer. GenAI workflows succeed or fail based on the quality of curatorial judgment applied to them. Deciding what to develop, what to kill, and what needs one more pass is a production skill Casey has practiced for 20 years at network level.

Cross-functional hub. Has consistently been the connective tissue between creative vision, technical execution, and organizational stakeholders. Translated director intent into production reality on every show and built team cultures where experimentation was safe.

SELECTED CREDITS

ORIGINAL FORMATS: CREATOR / SHOWRUNNER

Ghost Adventures: House Calls (S1-2)	<i>Showrunner / Creator</i>	MAX / Discovery
Destination of the Damned (S1)	<i>Executive Producer / Creator</i>	MAX / Discovery
Ghost Adventures (S19-25)	<i>Showrunner</i>	MAX / Discovery
The Johnnyswim Show	<i>Showrunner</i>	Magnolia Network
Tesla's Death Ray: A Murder Declassified	<i>Showrunner</i>	Discovery
Secrets of the Underground (S1-2)	<i>Showrunner</i>	Science Channel
Deadly Possessions	<i>Showrunner</i>	Travel Channel

COMPETITION, LIVE STAGE & TALENT: NBC / MTV / CMT

The Voice (S18)	<i>Consulting Producer</i>	NBC
Songland (S1-2)	<i>Supervising / Consulting Producer</i>	NBC
World of Dance (S3)	<i>Senior Producer</i>	NBC
Bring the Funny	<i>Consulting Producer</i>	NBC
The Sing-Off (S1-2)	<i>Producer</i>	NBC
America's Best Dance Crew (S4-5)	<i>Producer</i>	MTV
Biker Battles	<i>Supervising Producer</i>	CMT

DEVELOPMENT

NBCUniversal Braintrust *Development Consultant*

Embedded within NBCUniversal's executive development infrastructure, evaluating incoming formats, identifying slate gaps, and advising on creative and production viability from pitch through pilot.

MY Tupelo Entertainment *Development*

Originated original unscripted formats from concept through pitch, building creative vision and production roadmap in parallel from day one.

SKILLS

- Workflow Design & Documentation
- Production Sprint Management
- Emerging Tool Integration
- Creator & Director Partnership
- Cross-Functional Collaboration
- Stakeholder Communication
- VFX & Digital Media Oversight
- Multi-Show Production Management
- Team Building & Mentorship
- Budget & Schedule Management
- Original Format Creation
- Templatization for Scale

University of Dayton B.A. English, Media & Film · 2006