

Los Angeles
323.957.6680

MSA
MCDONALD / SELZNICK
ASSOCIATES

New York
646.237.6928

www.msaagency.com

Brian Friedman

Television:

I'm a Celebrity Get Me Out Of Here	Celebrity	ITV
AMERICA'S GOT TALENT 4, 5, & 6	Consulting Producer & Choreographer	NBC
Nicki Minaj, Flo Rida & David Guetta "Where Them Girls At"	Consulting Producer & Choreographer	
Karmin "Broken Hearted" & "Hello"	Consulting Producer & Choreographer	
Cobra Starship ft. Sabi "You Make Me Feel"	Consulting Producer & Choreographer	
Patti LaBelle "You're All I Need"	Consulting Producer & Choreographer	
Stevie Wonder "Higher Ground"	Consulting Producer & Choreographer	
Lionel Richie & Fighting Gravity "Dancing On The Ceiling"	Consulting Producer & Choreographer	
Sarah Brightman & Jackie Evancho "Time To Say Goodbye"	Consulting Producer & Choreographer	
Donna Summer & Prince Poppycock "Last Dance"	Consulting Producer & Choreographer	

LeAnn Rhimes "Give"	Consulting Producer & Choreographer	
SO YOU THINK YOU CAN DANCE	Judge & Choreographer	FOX
AMERICAN IDOL	Creative Director	FOX
The Wanted "Glad You Came"	Creative Director	
DANCING WITH THE STARS	Creative Director & Choreographer	ABC
Macy's Stars of Dance "Neon"	Creative Director & Choreographer	
SUBURGATORY	Guest Star (Serge)	ABC
AGENT CARTER	Choreographer	
THE VOICE AUSTRALIA	Creative Director	
THE VOICE	Creative Director	ABC
Justin Bieber "Boyfriend"	Creative Director	
The Wanted "Chasing The Sun"	Creative Director	ABC
THE X FACTOR SEASONS 1 & 2	Supervising Producer & Choreographer	FOX
Nicole Scherzinger "Pretty"	Creative Director	
LeAnne Rhimes "How Do I Live"	Creative Director	
Little Big Town "Pontoon"	Creative Director	
Demi Lovato "Give Your Heart A Break"	Creative Director	
THE X FACTOR UK-MULTIPLE SEASONS	Judge, Creative Director & Choreographer	ITV
Beyonce & Alexandra Burke "Listen"	Creative Director	
Nicole Scherzinger "Poison"	Creative Director	
Rihanna & Matt Cardle "Unfaithful"	Creative Director	
Will.I.Am & Cher Lloyd "I Gotta Feeling"	Creative Director	

Christina Aguilera & Rebecca Ferguson "Beautiful"	Creative Director	
Mariah Carey "Hero"	Creative Director	
Kylie Minogue "Better The Devil You Know"	Creative Director	
Michael Buble "Felling Good"	Creative Director	
Robbie Williams & Olly Murs "Angels"	Creative Director	
George Michael & Joe McElderry "Don't Let The Sun Go Down On Me"	Creative Director	
Westlife & JLS "Flying Without Wings"	Creative Director	
Queen "Bohemian Rhapsody"	Creative Director	
Bon Jovi "Living On A Prayer"	Creative Director	
Robbie Williams & One Direction "She's The One"	Creative Director	
Cheryl "I Don't Care"	Choreographer	
Fifth Harmony "BO\$\$"	Creative Director	
Meghan Trainor "All About That Bass"	Creative Director	
Ed Sheeran & Ben Haenow "Thinking Out Loud"	Creative Director	
Labrinth & Fleur East "Beneath Your Beautiful"	Creative Director	
THE ELLEN DEGENERES SHOW	Creative Director	
Justin Bieber "Boyfriend"	Creative Director	
THE TONIGHT SHOW WITH JAY LENO	Creative Director	NBC
The Wanted "Glad You Came"	Creative Director	
Britney Spears	Creative Director & Choreographer	
ALL AROUND THE WORLD TV SPECIAL WITH JUSTIN BIEBER	Creative Director	

GOT TO DANCE WITH KIMBERLEY WYATT OF PCD	Creative Director & Choreographer	Sky1
DANCING ON ICE WITH ONE DIRECTION "WHAT MAKES YOU BEAUTIFUL & ONE THING"	Creative Director	ITV
GREASE IS THE WORD	Judge	ITV
GERMANY'S NEXT TOP MODEL WITH JUSTIN BIEBER "BOYFRIEND"	Creative Director	
MACY'S PASSPORT BEYOND THE RUNWAY WITH NEYO "CLOSER"	Stage Director & Choreographer	
MTV'S TOP POP GROUP	Judge	
VH1 Diva's Duets 2003- Beyonce, Jewel, Ashanti & Queen Latifah	Choreographer	
VH1 Diva's Live 2004- Patti LaBelle & Blondie	Choreographer	
VH1 Remaking: Taylor Dane	Choreographer	
Pepsi Smash	Choreographer	
MTV Becoming	Choreographer/Host	
MTV Icon- Janet Jackson- Pink, Mya, Usher	Choreographer	
Rock The Cradle	Guest Judge	MTV
That 70s' Show	Choreographer	FOX
Will & Grace	Choreographer	NBC
Moesha	Co- Choreographer	WB

Award Shows:

2015 NATIONAL TELEVISION AWARDS		ITV
Gloria Gaynor "I Will Survive"		

LOGO TRAILBLAZER
AWARDS- Adam Lambert
"Ghost Town"

RADIO DISNEY AWARDS-
Fifth Harmony "Worth It"

2012 BILLBOARD MUSIC
AWARDS Creative Director

Justin Bieber "Boyfriend"

The Wanted "Glad You Came
& Chasing The Sun"

2010 NATIONAL TELEVISION
AWARDS Creative Director &
Choreographer ITV- Jedward & Joe McElderry

2003 MTV MOVIE AWARDS-
Pink "Feel Good Time" Choreographer MTV

2001 Billboard Music Awards-
Britney Spears "Slave 4 U" Choreographer

2001 MTV VMA'S

Britney Spears "Slave 4 U" Choreographer

Nsync feat. Michael Jackson
"Pop" Co-Choreographer

Concerts/Tours/Events:

The Mob Musical/Vegas Dance Director & Supervising
Choreographer Dir. Jeff Kutash

Friedrochstadt Palast (Belin)
"The 1 Grand Show" Choreographer Dir. Roland Welke

Friedrichstadt Palast (Belin)
"Into The Wyld" Choreographer Dir. Manfred (Thierry Mugler)

Jingle Ball- Justin Bieber Creative Director

BRITNEY SPEARS

Femme Fatale Tour Creative Director

2011 Promo Tour Choreographer

Onyx Hotel Tour Choreographer

Dream Within A Dream Tour	Choreographer
Mario Vasquez- 2006 Promo Tour	Creative Director & Choreographer
AARON CARTER	
Jukebox Tour 2003	Director & Choreographer
Rock Rap & Retro Tour	Choreographer
USA Tour 2002	Choreographer
Winter Party Tour 2002	Choreographer
TOMMY LEE with Mayte- Never A Dull Moment	Choreographer
CHRISTINA MILLIAN- Disney Grad Night	Creative Director & Choreographer

Music Videos:

Nicole Scherzinger "Try With Me"	Choreographer	
Britney Spears "Till The World Ends"	Creative Director & Choreographer	Dir. Ray Kay
Britney Spears "Hold It Against Me"	Creative Director & Choreographer	Dir. Jonas Akerlund
Britney Spears "Toxic"	Writer, Director & Choreographer	Dir. Joesph Kahn
Britney Spears & Pharrell "Boys"	Choreographer	Dir. Dave Meyers
Britney Spears "Overprotected"	Creative Director & Choreographer	Dir. Chris Applebaum
Britney Spears "Slave 4 U"	Co-Choreographer	Dir. Francis Lawrence
That Rogue Romeo "Machine & Magic"	Director	
Frenchie Davis "Love's Got A Hold On Me"	Director & Choreographer	
Jedward "Under Pressure"	Choreographer	Dir. Dale Resteghini

AVA "Crazy"	Director & Choreographer	
Rufus Wainwright "I'm Going To A Town"	Choreographer	Dir. Sophie Mueller
Mario Vasquez "Gallery"	Choreographer	Dir. Alex DaRakoff
Shayne Ward "If That's Ok With You"	Choreographer	Dir. Wayne Isham
Brittany Murphy & Paul Oakenfold "Fasterkill Pussycat"	Choreographer	
Hilary Duff "So Yesterday"	Choreographer	Dir. Chris Applebaum
Mya "My Love Is Like Wo"	Choreographer	Dir. Paul Hunter
Nsync "Pop"	Co-Choreographer	Dir. Wayne Isham
Prince "The One"	Co-Choreographer	Dir. Mayte
Fatboy Slim "Weapon Of Choice"	Assistant Choreographer	Dir. Spike Jones
Grace V "When The Lights Go Down"	Director & Choreographer	
Leo Moctezuma "2 Da Left"	Director & Choreographer	

Commercials:

Pepsi with Britney Spears-Pytka	Co-Choreographer	
Fanta	Choreographer	Dir. Chris Applebaum
Mandalay Bay	Choreographer	Dir. Chris Applebaum
Comcast	Choreographer	
Haagen Dazs	Choreographer	Dir. Paula Walker
The Ellen Degeneres Show Promo Spots	Choreographer	
Venus Razors with 8 Favahz-Becky G "Cant Stop Dancing"	Choreographer	

Corporate:

Acura Industrial- Creatives in Motion	Creative Director & Choreographer
Sketchers Industrial	Choreographer
Nike Industrial	Choreographer
Chrysler Industrial	Choreographer
Macy's & Macy's Passport Industrials	Creative Director & Choreographer
Glamorama (Macy's)	Creative Director & Choreographer
Swarovski Crystal Industrial	Creative Director & Choreographer
Jamba Juice/Blend In The Good- with 8 Flavahz	Choreographer

Awards:

MTV Icon- Janet Jackson- ACA, Best Choreography Nomination

Britney Spears "Till The World Ends" MTV VMA, Best Pop Video & Best Choreography Nomination

2011 Industry Voice Awards for Best Choreography in Music Video for Britney Spears "Till The World Ends"

Britney Spears "Overprotected"- MTV VMA & MVPA, Best Choreography Nominations

Britney Spears "Slave 4 U"- MTV VMA & ACA, Best Choreography Nomination

Mya "My Love Is Like Wo"- MTV VMA, ACA & MVPA, Best Choreography Nomination

Nsync "Pop"- ACA
Choreography Nomination

Fatboy Slim "Weapon Of
Choice" MTV VMA Win, Best
Choreography

Choreographers Carnival
London Lifetime Achievement
Award 2006

World of Dance Award 2016
for Male Choreographer of
The Year
