

John Robert Powers
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ARCHETYPE

SHEPARD E. SMITH

Shepard began his career in the prestigious International Creative Management Agent Trainee program. During his years at ICM, Shepard worked in the Motion Picture and Television departments. Shepard is a graduate of the Orfalea College of Business at Cal Poly San Luis Obispo in Marketing & International Business.

Shepard exited the agency side of representation and transitioned into management. Shepard joined Simmons & Scott Entertainment as a talent manager. While at Simmons & Scott Entertainment Shepard was responsible for the scouting, developing and servicing of their actors. At the time the roster consisted of such television and film actors as Chad Michael Murray (One Tree Hill, House of Wax), Nate Parker (The Great Debaters, George Lucas' Red Tails), Jesse Plemons (Friday Night Lights, Observe and Report), and Ryan Carnes (Letters From Iwo Jima, Desperate Housewives) to name a few. Shepard grew the client roster to almost double and oversaw the booking of clients on primetime shows on all the major networks, studio films, and national commercials.

Shepard Smith joined Archetype as a partner and head of the talent department. Building the roster with such actors as Molly Burnett (True Blood, Days of Our Lives), Molly Kidder (Grey's Anatomy), Bitsie Tulloch (Quarterlife, Lonelygirl15), Drew Van Acker (Tower Prep, Abercrombie & Fitch), and Johnny Nguyen (The Rebel), to name a few. Shepard brings a unique mix of management skills, talent development, entrepreneurial energy, strong business discipline, and creative sensibilities.

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