

IZZIE PICK IBARRA

CREATIVE LEADERSHIP | FORMAT STRATEGY | GLOBAL ENTERTAINMENT

 izziepickash@gmail.com

 (UK) +44 7466 271 472

 (US) +1 323 632 2812

Professional Summary

A creative force in unscripted television with 20+ years of experience across the UK and US, known for launching iconic global formats (Strictly Come Dancing, Dancing with the Stars, The Masked Singer), and for a unique ability to take shows from first concept through to Season 1 execution.

Develops and delivers premium content across network and streaming platforms—crafting emotionally resonant formats that combine storytelling, spectacle, and cultural relevance. With deep experience showrunning and increasingly sought after by global brands looking to create long-form content that transcends traditional advertising and connects authentically with audiences..

A Magnet for Creative Talent

Proven ability to build and retain diverse, high-performing creative teams that deliver world-class content. From The Masked Singer to My Kind of Country, leadership has fostered environments where talent thrives, innovation flourishes, and teams remain motivated across multiple seasons and territories.

Trusted by Buyers to Deliver

A recognized industry leader with a track record of delivering global entertainment hits that connect with audiences worldwide. Networks and streamers trust that when high-profile IP, major talent, or a complex new format is on the line, it will be executed flawlessly.

An Instinct for the Unforgettable

An unwavering instinct for what makes television both fresh and universally resonant. Specialising in unscripted formats, with an eye for original concepts that break through—formats that are high-stakes, high spectacle, and emotionally compelling.

Career Highlights

Showrunner & Developer
Hello Sunshine | Apple TV+
My Kind of Country (2020-2023)



Led development and production of Apple TV+'s global music competition series, bringing together storytelling, competition, and cultural impact in a fresh, emotionally rich format.

Showrunner
Fox Alternative Entertainment | Fox
The Masked Singer (Seasons 1-3, 2018-2020)



Reformatted and launched the U.S. version of The Masked Singer, making it a cultural phenomenon and one of the biggest new entertainment hits in decades. Nominated for multiple Emmy Awards, PGA Awards, and Critics Choice Awards.

Executive Producer
Amazon Studios
Savage x Fenty Vol. 3 (2021)



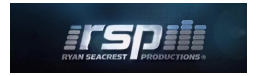
Blended music, fashion, and live entertainment into an innovative multi-platform event, redefining the intersection of brand, entertainment, and IP.

Creator & Showrunner
Bravo | BBC Studios
Ladies of London (2012-2013)



Created and executive produced Bravo's Ladies of London, combining documentary-style storytelling with high-end entertainment. Successfully formatted for international audiences.

Senior Leadership Roles
NBC | BBC Studios | Ryan Seacrest Productions
(2007-2017)



Held key executive roles overseeing development, sales, and execution of unscripted formats at major studios, including a pivotal tenure as EVP of Unscripted at Ryan Seacrest Productions and SVP at BBC Worldwide. Developed, pitched, and sold multiple high-profile projects across network and cable.

Series Producer & Showrunner
BBC | ABC
Strictly Come Dancing (2003-2005)
Dancing with the Stars (2005-2007)



Developed, launched and showran first seasons in both the UK and US.

Select Format Development & Executive Consulting

2023-2025

- Created, developed and pitched performance competition format for Pantheon
- Developed, pitched and sold performance competition format with Fulwell for ABC
- Created, developed and pitched performance competition format for Legendary at NBC
- Partnered with Mattel / Barbie & Done + Dusted on a large-scale music and entertainment special
- Collaborated with Hello Sunshine on two original music competition formats
- Provided format re-development services for Fox Alternative Entertainment Studios

2015-2021

- Overall deal with NBC Universal Alternative, overseeing format development and external collaborations
- Led format origination for ABC, including co-developing a celebrity competition series with the Bob Ross estate
- Development deal with Studio Lambert (shortened due to Apple TV+ commitments)

Pre-2015 Highlights

- SVP at BBCWP in LA where created, pitched, executed Skating with the Stars, Ladies of London, Lovetown USA, Breaking Pointe
- Key creative leadership - developed, launched and showran Strictly Come Dancing Series 1-2, Dancing with the Stars Series 1-4

Awards & Industry Recognition

GLAAD Media Award Nominee (2024) – My Kind of Country, Apple TV+
Critics Choice Real TV Awards Nominee (2023) – My Kind of Country, Apple TV+
2 x Producers Guild of America Nominee (2020, 2021) – The Masked Singer, FOX
2x Emmy Nominee (2020, 2021) – The Masked Singer, FOX
Hollywood Critics Association Award Winner (2021) – Best Reality Series, The Masked Singer Critics Choice Real TV Award Winner
(2019) – The Masked Singer, FOX
Gracie Award Honoree / Winner (2020)
Daytime Emmy Nominee (2019) - A Little Help with Carol Burnett, NETFLIX
BAFTA Nominee (2005) – Dancing with the Stars, ABC
Producers Guild of America Nominee (2007) - Dancing with the Stars, ABC
Emmy Nominee (2006, 2007) – Dancing with the Stars, ABC

Executive Summary

A trusted creative leader with a 360-degree understanding of entertainment—development, production, sales, and strategy. Deep relationships with buyers, sellers, and talent in both the UK and U.S. markets. Known for launching formats that resonate globally, managing high-profile IP, and steering large-scale productions to success.

Currently seeking senior leadership roles in creative development at major studios, streamers, brands and networks, where experience in launching, selling, and executing global entertainment formats can drive impactful results.