



David Felder is video producer who specializes in training programs for corporate and industrial use. Having worked in the industry for over 30 years, David has created a wide variety of self-study programs for the medical, banking, real estate, defense and travel industries.

A graduate of Rutgers University, David holds degrees in both English and Communications.

While engaged in his undergraduate studies, David worked as a part time student intern for the Wall Street Journal. At the time, broadcast financial news consisted of a ten second report on the Dow Jones Industrials average. The Wall Street Journal was about to change that, and David was in the right place at the right time. When the “Wall St. Journal Late News” began its national broadcast, David was part of the team. The “Late News” was the first daily stock market and financial news wrap-up which was beamed by satellite across the United States on a then little known, start-up satellite company called the USA Network.

Upon graduation from Rutgers, the Wall St. Journal contracted with David to work as an associate producer on one of the world’s first daily financial news programs.

In 1982, David left the Wall Street Journal to establish a video training department for the Customer Service Division of the aerospace conglomerate, TRW. Over a ten-year period, David built a video training facility that produced over eighteen films a year.

Leaving TRW, David started his own production company, Ryan Video Productions, named after his son, and has been in business for 24 years.

Multimedia training programs are a very detailed, specialized form of educational material, and David has dedicated his career to helping clients turn complex concepts into easily understandable self-training programs. When a large corporate client can send a packaged training program to their employees, the savings can easily reach tens of millions of dollars in avoided travel expenses and loss of productivity. Additionally, packaged training programs insure that a consistent, perfectly delivered training experience is provided to all employees and students.

David recently partnered with Karen Katcher of Katcher Associates LLC to form the 21st Floor Associates, LLC, a new company that produces and markets interactive multimedia training programs for entrepreneurs and business owners.

An Entrepreneur himself, David frequently speaks about the use of video technology for training and marketing at Chamber of Commerce events and SCORE seminars. He has served on the American Society for Training and Development, The Media Communications Association and the Morris County Chamber of Commerce.

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Ryan Video Productions