

executive bios



Dawn Parouse Olmstead

President Universal Content Productions

Olmstead is President, Universal Content Productions (UCP), a division of Universal Studio Group. In this role, she oversees creative development and operations of scripted and non-scripted content for the studio. Olmstead reports directly to Bonnie Hammer, Chairman, Universal Studio Group.

Olmstead joined NBCUniversal in January 2014 as Executive Vice President, Development, for UCP where she oversaw a range of scripted series in development across the NBCU Cable Entertainment portfolio, which includes USA Network, SYFY, Bravo, E! and Oxygen, as well as for external networks and streaming platforms (Amazon, Hulu, Netflix, Peacock, and YouTube). In March 2016, her purview expanded to oversee development unscripted as well.

Since joining UCP, Olmstead has shepherded key scripted development projects, including Golden Globe®-nominated "The Sinner," which recently wrapped season 3. Olmstead attached executive producer and star Jessica Biel to the series, earning Biel her first Emmy nomination and co-star Bill Pullman his first SAG nomination. Other UCP series of note are Amazon's "Homecoming," which received a two season straight to series order as well as a Golden Globe nomination; USA Network's Golden Globe nominated "Dirty John"; Netflix's "The Umbrella Academy"; and "The Act," an award-winning series that drove more subscribers to Hulu than any of their other originals. Next up are the powerhouse dramas slated for the new streaming service Peacock: "Brave New World" based on Aldous Huxley's groundbreaking 1932 novel; "Dr. Death" based on the wildly popular Wondery podcast starring Jamie Dornan, Alec Baldwin and Christian Slater; "Angelyne" starring and executive produced by Emmy Rossum; a continuation of the 1980's series "Punky Brewster" and a reboot of "Battlestar Galactica" from Sam Esmail. Olmstead has also marshalled some of UCP's most lucrative development deals including Esmail ("Mr. Robot," "Homecoming," "Angelyne"), Seth Macfarlane ("Little Rock Nine"), Nick Antosca ("The Act," "Brand New Cherry Flavor," "Chucky," "Channel Zero"), Sera Gamble ("The Magicians"), Patrick Macmanus ("Dr. Death," "Happy!"), and more. Olmstead's first project at the studio was working with the USA Network team on the award-winning "Mr. Robot."

On the unscripted front, Olmstead has partnered with some of the best documentary filmmakers in the business including Academy Award winner Errol Morris, Academy Award nominees Joe Berlinger and Amy Ziering to name a few.

In 2020 Olmstead launched UCP Audio, a new podcast network with its initial offerings including two unscripted podcasts that delve into gripping true-crime investigations, "House of Prayer" and "The Lost Kids," and a scripted podcast "The End Up," from Esmail's ("Mr. Robot," "Homecoming") Esmail Corp banner. The new platform offers storytellers the opportunity to write for multiple platforms, making UCP a one stop shop for whatever story creatives want to tell.

Previously, Olmstead served as an executive producer on Bravo's "Girlfriends' Guide To Divorce" (UCP), FOX's "Prison Break," "Tru Calling" and "Point Pleasant." She began her career as a segment producer for "Saturday Night Live" and "The Jon Stewart Show." She also executive produced MTV's "Fear," USA Network's "Cannonball Run" and brought "Robot Wars" to America. On the feature side, Olmstead produced "The Experiment," "Black Christmas" and the HBO documentary, "The Living Museum."

Olmstead is also the founder, co-owner and board member of Face Haus, a new concept "facial bar" that is revolutionizing skin care offering high quality yet affordable services. Currently, Face Haus has 7 locations in LA, New York and Dallas. They are launching a product line and 3 more stores in 2019.

Olmstead hails from Brooklyn, New York and holds a dual degree in Fine Arts and Film from Hofstra University.