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NICO

The eldest son of Colombian & Italian immigrants, Nico was born in San Diego and creatively raised in Detroit amongst a cultural renaissance. During his time in Michigan, he developed a fascination for both automotive culture and advertising.

Pushing greatness is at the heart of what he does. From his time spent studying design and business at Michigan, Wisconsin, and Harvard, to his work at various advertising agencies including Leo Burnett, McCann, Doner, CM, to his aggressive, yet humanistic work as an up and coming automotive director, Nico's work is rooted in his love for heavy metal, a fascination with making 'impactful advertising' and his experience with cancer that has truly revolutionized his personal approach to filmmaking.

Focused on finding the edge, and embracing a natural chaos that evokes a visceral response from viewers, Nico operates with a deep respect for the agency zeitgeist, understanding the value of time on set, accountable client relationships, and ensuring that no stone is unturned as he pushes to make everything count in his directing work.

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