



Disney
REINNERVATIONS

Romilda De Luca
Executive Producer

Romilda De Luca (RDL) is the executive producer of the Disney+ series “Rennervations.” She has over 25 years of experience in film production, marketing strategy and branded entertainment. She has produced titles that include “Fathers & Daughters” and “Poker Face” (starring Russell Crowe), “I.T.” (starring Pierce Brosnan), “Wonderwell” (starring the late Carrie Fisher), “American Dream: Detroit” (a documentary with Michael Bolton), and now “Rennervations.”

Born and raised in southern Italy, RDL first started in the entertainment business working on the set of “Star Wars: Episode I – The Phantom Menace” at the Royal Palace of Caserta, Italy. To pursue her dream of film production, she moved to Los Angeles, where she currently resides.

RDL has worked for nearly ten years with Imagine Entertainment, developing, producing and creating brand partnerships for some of their greatest projects, including “The Da Vinci Code,” “Inferno,” “Angels & Demons,” “Rush,” “The Dilemma” and the documentary “Pavarotti.”

She is also the founder of the branded integration agency RDL Worldwide. In 2019, RDL joined Publicis Media Groupe, one of the biggest global media agencies.

RDL’s clients include Stellantis, Lavazza and Salvatore Ferragamo. She focuses on placement and marketing opportunities, liaising brands with major Hollywood studios and acting as a key integration consultant to RDL clients and the studios. Some of the most successful co-marketing campaigns include “Zoolander 2” with Fiat, the “Fast and the Furious” franchise with Dodge, the “Jurassic World” franchise with Jeep, as well as the Superbowl campaigns with Eminem, Clint Eastwood and Jennifer Lopez.