Rex oversees the development and implementation of all strategic and tactical decisions related to NewTek's content development. Rex initially worked as a consultant for NewTek, heavily involved in webpage and print design for the LightWave® Learning Edition website, and the LightWave® MacWorld presentation. He also produced many LightWave 3D® User Video profiles, including one for the motion picture 300, and the network television series 24. Rex was supervisor for the Live virtual set production for the launch of TriCaster STUDIO™. Prior to joining NewTek full-time, he was owner and chief producer of Desktop Images where he led his team in the production of hundreds of training videos and DVD titles for digital video and 3D animation software, including training videos for LightWave 3D®, and NewTek's Video Toaster®. Prior to Desktop Images, Rex was an owner and producer of RAVE Video Productions and has worked with celebrities like Charlton Heston, Steve Allen, Leonard Nimoy, and others. Rex Olson has a long record of experience in the television and music recording industry, and has worked on projects such as, the American Music Awards, the BBC Rock Hour, and other live album projects.