



Berndt Mader

Profile

Berndt Mader is a director and producer with over 20 years of experience in the film and advertising businesses. His work focuses on humor and wit, but doesn't lose track of the heart in any story.

Experience

DIRECTOR/OWNER, THE BEAR; AUSTIN, TX – 2007-PRESENT

Berndt has directed countless commercials for brands like Dodge, Lays, Indeed, Budweiser, Alfa Romeo, Capital One, Ram, Corona and Yeti. Berndt won an Emmy in 2011 for his work with ABC/Disney. He is a Co-Founder and a working director at The Bear (www.thebear.us)

FILMMAKER, INDEPENDENT AUSTIN, TX – 2004-PRESENT

Berndt has directed numerous films. His first feature, *5 Time Champion*, premiered at SXSW in 2011. His next feature, *Booger Red*, premiered at the Austin Film Festival. In 2022, he co-directed the feature documentary *Chop & Steele* which premiered at that year's Tribeca Film Festival and was distributed by Drafthouse Films. Additionally, the docu-series *How To Create A Sex Scandal*, co-directed by Mader, premiered on MAX in May of 2022.

LECTURER, THE UNIVERSITY OF TEXAS AT AUSTIN; AUSTIN, TX – 2007-2008, 2024-2025

2007-2008: Taught Film I: Intro to Filmmaking and the basics of 16mm and digital filmmaking. Hands on labs teaching filmmaking techniques were the foundation for his class. 2024-2026: Taught both the Advanced Narrative and Narrative Filmmaking courses, furthering the student's understanding of narrative structure and technical approaches to filmmaking. In Fall of 2026, Mader will be teaching Directing Branded Content, the second time the class has been offered.

Education

University of Texas at Austin – MFA in Film Production, 2007

Brown University – A.B. in International Relations, 2001