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Jijo Reed, Founder & CEO

“Independent filmmakers shouldn’t have to compromise. They deserve studio-level post and a team that really cares...that’s Sugar.” — Jijo Reed, Founder & CEO [Sugar Studios](#)



Jijo Reed, Founder & CEO

"The future isn't AI versus artists. The future is talented artists using AI responsibly to enhance what they do best." — Jijo Reed, Founder & CEO
Sugar Studios

Sugar Studios has grown into the world's leading post-production company for independent films with facilities in Los Angeles and London.

The company was founded after Jijo Reed, through his experience producing films, recognized an opportunity to bring greater continuity to the fragmented nature of the post-production process. He envisioned a company that would unite every major post-production discipline under one roof with top level talent, creating a more seamless and collaborative experience for filmmakers.

For many independent productions, the editorial, color grading, sound, visual effects, and final delivery are often handled by separate vendors. This requires filmmakers to coordinate multiple facilities while managing schedules, budgets, and creative expectations.

By bringing together every stage of post-production with some of the industry's top artists, editors, colorists, sound designers, mixers, and VFX talent, Sugar has created an environment where creativity thrives and collaboration comes naturally. The result is a higher level of creative and technical excellence that has made Sugar the standout in the post-production industry.

In conversation with Jijo Reed, Founder & CEO of Sugar Studios

Sugar Studios revolutionized independent film post-production by bringing everything under one roof. What problem were you solving?

Independent filmmakers traditionally faced a fragmented post-production process. Editorial might be in one city, color in another, sound somewhere else and VFX with a completely different company. Every transition costs time, money, and creative momentum. We built Sugar Studios to eliminate those barriers. The reason few post companies were doing it was because it requires significant investment across multiple disciplines, technologies, and specialized talent pools. We believe independent filmmakers deserve the same talent and infrastructure enjoyed by major studios. By bringing all departments together, we create continuity, accountability, and collaboration that ultimately results in stronger films and more efficient post budgets.

How does your unconventional creative environment shape the experience?

I believe great work happens when people feel inspired, comfortable, and creatively energized. Traditional post facilities can sometimes feel sterile and corporate. I designed our space to feel "mid-century cinematic" Walking into Sugar is like walking on to a film set.

Clients often tell us they love the atmosphere, and that's by design. We believe the environment we've created here says everything about the work we produce. Filmmakers notice the thought and craftsmanship behind every detail of our space from the art deco chandeliers to the sea foam green malt machine. They instinctively know that we'll apply that same level of creativity and attention to every frame of their film.

Whether someone is reviewing a color pass in our Penthouse DI theater, brainstorming story solutions over a game of pool or relaxing in one of our lounge areas overlooking Los Angeles, the environment encourages creativity and collaboration. Filmmaking is an art form. Post-production should feel like part of the creative journey rather than simply a technical process.

How does your transatlantic footprint serve filmmakers?

One of the biggest advantages of our transatlantic footprint is time. When artists and producers in Los Angeles finish their day, work can continue with our UK teams, creating an around-the-clock workflow. Post-production on our films continues moving forward while another part of the world sleeps. Those additional productive hours can be invaluable for filmmakers working against aggressive schedules, distributor commitments, and compressed post timelines.

What separates Sugar Studios from other post facilities?

The combination of talent, integration, filmmaker advocacy, and an environment specifically designed to inspire creativity.

Our 12,000 sq ft home inside the iconic Art Deco Wiltern Building is certainly unique, but the real differentiator is what happens inside it. We have the same caliber of artists and technology found at much larger facilities, yet we approach every project as filmmakers ourselves. We understand budget realities, deadlines, financing pressures, and distribution requirements because we've lived them firsthand. We understand what it feels like when financing falls apart three days before picture lock. We understand distributor deadlines, festival deadlines, and what it's like to lose sleep over a delivery. Most post companies think like vendors. We think like filmmakers because many of us are filmmakers.

COVER STORY



For our clients, producing a film is demanding enough without having to master the constantly evolving world of post-production. *"Sugar provides built-in post supervision that bridges the gap between production and finishing."* translating the technical process into clear, creative solutions so filmmakers can stay focused on the big picture.

There is also an intangible quality that makes Sugar unique. Much like a modern-day speakeasy for filmmakers, Sugar has become an exclusive meeting place where creatives from every discipline converge. Producers reconnect with collaborators from past films, directors meet future partners, and conversations in the penthouse often become the foundation for the next film. It's a place where the next film often begins before the current one is finished.

How do you attract and retain top talent?

Talented artists want to do meaningful work in an environment where they're respected and empowered. We invest in our people and foster a culture of collaboration across every department.

Our artists aren't isolated in silos. Editors interact with sound designers. Our colorists work directly with our VFX teams. All departments work together and understand the larger creative goal. That collaborative culture creates stronger work and makes Sugar an attractive place for top professionals to build long-term careers.

How does your experience as a producer help other filmmakers?

Having supervised and executive produced more than 100 films and series changes how you look at every project. When somebody calls us with a problem, I don't immediately think like a post vendor. I think like a producer.

How do we protect the budget?
How do we make the deadline?
How do we solve the problem without creating three new ones?
That's the perspective we bring to every film.

How has your Titanic expedition influenced Sugar Studios?

I don't know that it changed me as much as it confirmed who I already was. I've always been curious. I've always wanted to see what's around the next corner.

The Titanic expedition was an incredible experience, but at the end of the day it was really about preparation, teamwork, and trusting the people around you. That's not very different from making movies.

Every film is a problem-solving exercise. Something goes wrong. A schedule changes. A budget gets squeezed. A delivery date moves up.

The question is never whether you'll hit obstacles.

The question is how you respond to them. That's how we approach things at Sugar. Stay calm, figure it out, keep moving forward.

How is Sugar Studios approaching AI?

AI is a tool, not a storyteller. We'll absolutely use technology that helps our artists work faster and more efficiently.

But nobody has ever walked out of a theater talking about how great the workflow was. They talk about how a story made them feel. Creativity, taste, instinct, and collaboration still matter. I don't see that changing anytime soon.

"The future isn't AI versus artists. The future is talented artists using AI responsibly to enhance what they do best."

What does the future hold?

The goal hasn't changed since day one: help filmmakers deliver better films and have fun doing it.

We'll continue expanding internationally, investing in technology, and improving our workflows, but the mission stays the same: Give independent filmmakers access to the same level of talent and resources traditionally available only to major studios.



Meet the leader behind the success of Sugar Studios

Jijo Reed is an Emmy-winning producer, entrepreneur, and **Founder & CEO** of Sugar Studios. Over the course of a career spanning film, television, music, live events, immersive entertainment, and post-production, he has executive produced more than 100 films and series while helping filmmakers bring stories from concept to worldwide distribution. He is recognized for combining creative vision with practical production expertise and for building Sugar Studios into one of the industry's leading independent post-production companies. His philosophy is simple: value people, protect the creative vision, and never stop innovating.



COVER STORY

“The best post-production is invisible.
When audiences are lost in the story,
we've done our job.”

