

Bio – Helen LaLousis, Face OFF Productions, Inc & Founder of Billy the Bull



Behind every successful businesswoman is a great deal of faith, creativity, determination, and a lot of courage. Helen LaLousis is no exception. As CEO of Face OFF Productions, Inc., she has used her lifetime of entrepreneurial experience to position this company as one to watch.

Helen learned the ins and outs of business as a teenager, working closely with her uncle to build a successful retail jewelry business. Marketing first in local flea markets, Helen later grew the operation to embrace an international customer base. As the company expanded to a wholesale and limited manufacturing entity, Helen managed the international sales and held responsibility for strategic planning and fiscal and property management.

Having mastered the day-to-day operation of the jewelry business, Helen moved on and spent the next chapter of her life working in automotive sales. In her capacity as Business Director, Helen had responsibility for employee management, sales contracting, banking, real estate, and customer relations for a large dealership.

It was in this position that Helen created a “Special Finance” division to serve customers with problem or blemished credit. In doing so, she not only improved the opportunities for potential buyers, but helped the company to increase sales with minimized risk.

After years of honing her skills, Helen founded Face OFF Productions in 2003. This was to be the turning point in her career, opening a new path to entrepreneurial success. Face OFF is a boutique entertainment company based in New York focused on designing projects that elevate consciousness and inspire the recognition of human achievement.

Over the last decade, her company has featured a host of new talent, molding their product and introducing them to the people and circumstances that would launch their performance career. As an artist and creative, Helen has produced a number of video, television and multimedia projects that have appealed to a diverse audience.

In recent years, her projects have begun to reflect more of her personal perspective on life and care of the human spirit. Her latest project speaks to bullying and the need for a shared public consciousness on the tragedies this violence leaves in its wake. Working closely with educators, animators and other artists, Helen has designed a series of public service announcements to help children, their parents and teachers respond to this rising concern in our schools and our communities.

Face OFF Productions is not just a company and Helen LaLousis is not just a corporate entity. She is a fresh, bold perspective on what media and the arts can do for our world. Her excellent management and financial skills, coupled with her genuine love of people and her unique perspective on how to make the world a better place for everyone, make Helen the only choice for projects that are designed to teach, to enlighten, and to draw attention to what is good about us all.