



Toni Donenech

Antoinette "Toni" Domenech is a global entertainment producer, strategist, and co-founder of ATFP Productions, a female-led company she launched in 2025 alongside her sister, established writer Amanda Domenech, to create content and live, in-person experiences both domestically and internationally. Toni's wide-ranging background spans live events, entertainment law strategy, and agent for top-tier talent agencies like ICM and UTA. Her 10+ years in the industry have created a unique and specialized career that intersects creative vision and deal-making. She specializes in global fan engagements, immersive programming, and artist-first monetization.

Over the past decade of her career she has negotiated and produced more than 500 talent partnerships spanning six continents, playing an instrumental role in expanding conventions and experience markets throughout South America, Asia, and Africa; all the while also developing brand collaborations with partners such as Audemars Piguet, Versace, M&Ms, and Jane Iredale Cosmetics. Her ability to bridge creative ambitions with strategic execution has made Toni a trusted go-to with clients and international buyers. Her unique talent for bridging these two worlds has led to elevating her clients' visibility abroad and cultivating international audiences.

During the 2023 SAG-AFTRA strike, she played a key role in establishing frameworks that allowed actors to ethically monetize their work while supporting union protections, thus enabling thousands of performers to continue working during a pivotal moment in the industry.

Today, Toni and Amanda lead ATFP Productions as an international creative studio focused on immersive, culturally resonant experiences that center collaboration, female leadership, and global storytelling, by merging film, live performance, and innovative audience engagement into a new model for entertainment production.