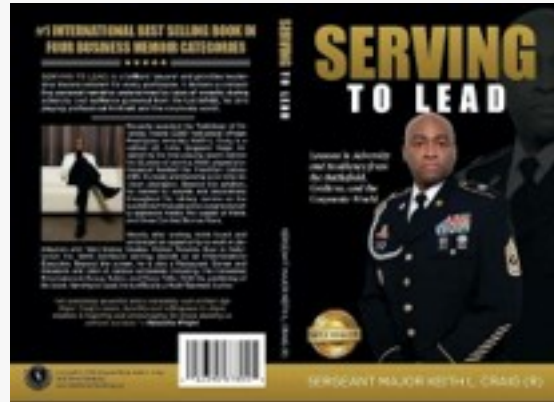


Hollywood Film Producer Sergeant Major Keith L. Craig Expands His Global Impact With Fourth Book Cinema Without Borders

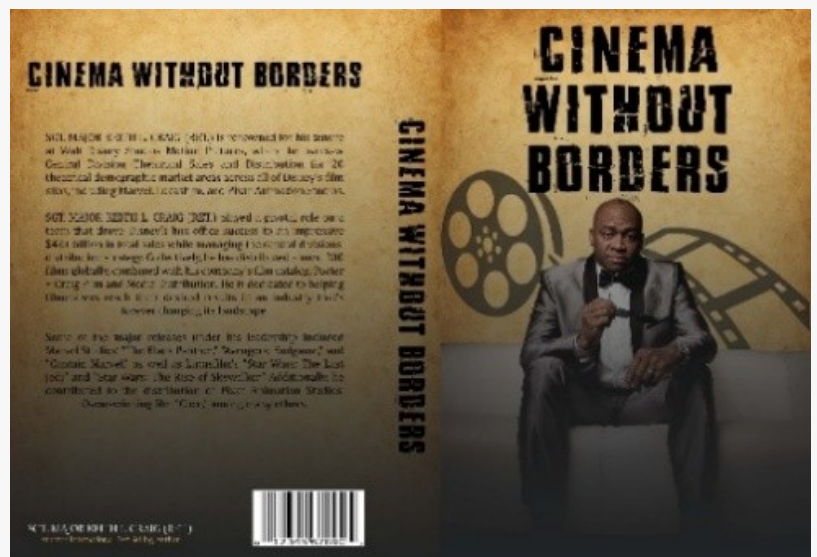
LOS ANGELES, CA, UNITED STATES, June 17, 2026 /EINPresswire.com/ -- Retired Sergeant Major Keith L. Craig, United States Army Iraq and Afghanistan War Veteran, is an international bestselling author, award-winning film producer, academy voting member, leadership strategist, and media executive whose career reflects a rare combination of military discipline, corporate insight, and global vision. From military command to the worlds of entertainment, media, and publishing, he has consistently focused on leadership, service, influence, and legacy.

Following a series of impactful publications, Sergeant Major Craig has now completed his fourth book, *Cinema Without Borders*, further expanding his global perspective on storytelling and influence. He is currently working on his fifth publication, *Fame vs. Legacy*, which continues his exploration of purpose, impact, and long-term significance.

During his distinguished military career, Sergeant Major Craig became known for a leadership philosophy rooted not in authority, but in responsibility. He has often emphasized that people do not follow rank alone—they follow trust. Trust, he believes, is built through consistency, accountability, and service. These principles became the foundation of his life's work and continue to shape everything he writes and teaches.



Serving to Lead: Lessons in Adversity and Resilience from the Battlefield, Gridiron, and the Corporate World



Fourth book: Cinema Without Borders

Following his service in the United States Army, Sergeant Major transitioned into the entertainment industry. While at The Walt Disney Company, he played a crucial role in driving Disney's box office grosses from major theatrical releases to an impressive total of over \$42 billion during his tenure. Rather than seeing this move as a departure from leadership, he viewed it as an extension of the same mission—serving, guiding, and building within a different arena. His experience as a Film Producer and Distributor provides him with a unique perspective on how narratives are positioned, how audiences are influenced, and how storytelling shapes public perception on a global scale.

Sergeant Major Craig is the author of four impactful books, with a fifth currently in development, exploring themes of leadership, personal growth, media influence, and lasting success.

His first book, *Serving to Lead*, presents leadership not as theory, but as lived experience shaped by adversity, discipline, and responsibility. It has resonated across military, corporate, and athletic communities by showing that real leadership begins when a person stops asking, “What do I gain?” and starts asking, “What do I give?”

[*Serving to Lead: Lessons in Adversity and Resilience from the Battlefield*](#), Gridiron, and the Corporate World

His second book, *Checkpoint Decoder*, offers a framework for navigating the science of the film business as a series of decision points. Drawing from strategic thinking and operational discipline, it teaches readers how to pause, assess situations clearly, and move forward with intention rather than reaction.

[*Checkpoint Decoder: Unlocking the Film Distribution Codes*](#)

In *Black Ops of Hollywood*, Sergeant Major Craig shares candid insights into the inner workings of the entertainment industry. Moving beyond surface-level glamour, the book explores the strategy, influence, and decision-making power that shape films, narratives, and audience behavior.

[*Black- Ops Of Hollywood: Secrets Of The Magic*](#)



Hollywood Film Producer Sergeant Major Keith L. Craig Expands His Global Impact With Fourth Book *Cinema Without Borders*.

His fourth book, *Cinema Without Borders*, expands his vision globally, presenting cinema as more than entertainment—as a universal language capable of transcending borders, politics, and geography. He highlights storytelling as a powerful tool for building international partnerships, fostering understanding, and advancing cultural diplomacy.

Cinema Without Borders

His forthcoming book, *Fame vs. Legacy*, addresses a modern culture driven by visibility and attention. In it, Sergeant Major Craig draws a clear distinction between temporary fame and enduring impact, encouraging readers to choose purpose, structure, and legacy over short-term recognition.

Across every project, one theme remains constant: purpose. Sergeant Major Craig does not write merely for the moment—he writes to build ideas that outlast it. Leadership, storytelling, influence, and global relationships are not separate in his work; they are interconnected elements of a broader philosophy centered on service and lasting contribution.

He defines success not simply by personal achievement, but by what endures—whether ideas live on, whether others are inspired to lead, and whether meaningful work creates lasting value.

From the structure of military command to the far-reaching influence of global cinema, Sergeant Major Craig has not reinvented himself—he has expanded his impact into new arenas, carrying the same values into every chapter of his journey.

His career is not just a story of success. It is the expansion of a legacy—one mission, one message, and one story at a time.

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