

Senior Digital Media Executive – Hands on Business Development, Marketing and Strategy

Strategy, Business Development Product Development, marketing

Cable TV, VOD, Mobile, Broadband Video, IPTV & Interactive Consumer Platforms

- Versatile **senior media executive** with 20 years hands-on experience in **developing & launching video & music products** – combining **interactive** programming, user generated & social networking technologies.
- Strong **technology, strategy and business development skills** and proven ability to work at the executive level: managing people, driving new business & building companies.
- Experience spans successful **startup ventures** and large companies such as **Disney, Sun, Canal+/Universal Television**, to major cable networks and technology companies.

Business & Corporate Development

Created & negotiated Affiliate/carriage agreements, joint ventures, technology, product & distribution partnerships. Part of deal teams with over \$1.5 Billion in deal closures.

Product Marketing & Promotion

Of 25+ media products, brands & channels, using traditional, web, viral, interactive ad campaigns. Created messaging, collateral and drove marcom/promotional activities.

Video Programming & Distribution

Created & deployed VOD Channels on Digital Cable TV; Channel Scheduling, bundling, dayparting, developing and packaging shows for linear television, VOD broadband deployment.

Content Licensing & Acquisition

Negotiated/licensed over 15,000 hours of entertainment, niche video & music content, indie and features for DVD, online & cable distribution.

Executive Leadership & Hands-on:

Built & managed small and large teams. Hands on writing; planning; project management, spreadsheet modeling, presentations, web programming, publishing, video editing, production.

Product Management & Development:

Created & led software development for Cable TV, PC, mobile, PDA. Developed tools & applications for interactive media platforms.

Confidential – Media Deployments

2006 – Present

New Video Deployments: Product Strategy, Development, Marketing & Distribution

- Board Advisor and consultant to 4 Venture backed /corporate digital media ventures, currently driving the creation & launch of **advanced digital video channels for targeted niche segments**. Focus is on incorporating new technologies and **acquiring content** to develop a unique functional product; **“Programming” mixes of video and music with user generated content and social networking functionality**. Also developed and executed the marketing strategy – using web and traditional marketing techniques to attract and convert prospects into subscribers.

Ruckus Networks. Herndon, VA

2005 – 2006

Sr. Vice President. Programming & Product Management (largest Music/Movie Network for Colleges)

Digital media venture (video and music) - venture formed by Time Warner execs, funded by Battery Ventures

- Responsible for all aspects of **programming strategy** and scheduling of **interactive video channels** and **music** channels for the country's largest subscription college broadband media network – **surpassing 1 million subscribers** within the first year. Pioneering commercial use of **user generated content** and **social networking**. Responsible for **revenue generation** via **subscriptions**, and **advertising spots**. Also responsible for creating & managing the **functional product roadmap**. Managed a staff of 18 creative, technical and product management.

Chaos Media Networks, Santa Clara, CA

2001 – 2004

General Manager – Interactive Cable TV Network; Technology, Licensing & Distribution venture

- Created & deployed branded **Linear & Video on Demand channels for cable television & broadband – 2.2 Million TV Households**. Licensed more than **15,000 titles** in entertainment, gaming & other categories for Cable-TV and Broadband distribution. Negotiated cable and broadband **carriage agreements**. Led the development of **patent-pending interactive video software technologies** for broadband, cable and satellite. Managed staff of 50+ engineering, marketing and business development professionals.

Canal+/Universal Television, Cupertino, CA & Paris, France

1999 – 2001

Senior Director –Business Development & Marketing – Interactive Television Technology, Distribution

- Business development responsibilities for content, software & applications, and technology and **application partnerships**. Identified & acquired **IP rights** to application software & video programming for cable & satellite distribution. Established company's **Interactive Television software developer's program**. Executed marketing/PR programs for specific partner collaborations. Part of executive team preparing and presenting the “IPO Roadshow” for a spinoff division of the company.

Sun Microsystems - Palo Alto, CA

1997 – 1999

Group Marketing Manager/Acting-Director: Home Entertainment and Interactive Media.

- Business development & marketing responsibilities for **cable-TV, home-networking & digital entertainment**. Member of corporate team evaluating, implementing acquisitions and **partnership deals averaging \$50M each**. Wrote business plan and marketing plan for Sun's entry into the **interactive cable TV** industry and video on demand market, Led a team of 12, launching Sun's online developer community.

Disney Media Ventures (Americast Partnership) - Los Angeles, CA

1995 – 1997

Program Manager (Cable TV joint venture: Disney, GTE, SBC, Ameritech, BellSouth & SNET)

- Responsible for managing joint venture partnerships, facilitating deployment of a national cable network. Shared responsibilities for initial **Video on Demand launch**: end to end technology, content and business. Part of **deal-team negotiating over \$1 Billion worth of contracts and partnerships**.

Protocorp International - Atlanta & New York

1988 – 1995

Director - WisdomTV: (Television/Online Services joint-venture with Bell Atlantic & Orbit Questel) 1992-1995

Director - Joint Venture, ProtoCorp Telesystems: (Telecommunications joint-venture with BellSouth Corp) 1988-1992

- Developed & marketed a broad line of HRIS software products. Negotiated funding and contracts worth over \$100 million. Hands on development of software products for telecom devices and interactive television.

Education

- B.S. Engineering - SUNY Stony Brook
Electrical/Mechanical Engineering
- M.S. Management - New York Institute of Technology
Finance, Business
- Ph.D. Marketing- Columbus University
Concentration in Strategy, Economics, Marketing

Other Highlights

- Member, National Academy of Media Arts & Sciences
- Periodic Lecturer at SJSU- Graduate School of Business, on Business, Entrepreneurship, Venture Capital.
- 100+ hours of Leadership, Listening & Negotiations Training
- Author of various published papers and articles on media & television strategy and technology.
- Board member, advanced television standards committees