

SUMMARY OF QUALIFICATIONS:

- Executive level business development, marketing and management experience in public and start-up companies.
- Highly effective at quickly structuring, negotiating and closing complex commercial deals.
- Expert in the digital entertainment industry. Created strategic initiatives with TV networks, movie studios, music labels, content service providers, mobile carriers and handset OEMs.
- Raised over \$12M of venture capital and managed two digital entertainment companies through M&A, and buy-out.
- Extensive sales and channel marketing experience with OEMs, distributors and Big Box retailers.
- Managed \$5M marketing communications and external agency budgets. Delivered results through the effective use of print media, Web, conferences, tradeshow, press, and analyst tours.
- International business development and strategic marketing experience in North America, Europe, and Latin America. Multi-cultural, fluent in English and Spanish.

EXPERIENCE

SanDisk Sr. Director, Content Business Development Sunnyvale, CA 2004 - Present

Defined business development strategy for digital entertainment partnerships with mobile carriers.

- Closed \$5M content licensing deals with NBC Universal, Showtime, CBS, TV Guide, Jaman and Smithsonian Networks for launch of SanDisk's Fanfare video service.
- Led the development of Gruvi mobile content card and launched it in 9 months at CTIA Wireless with the Rolling Stones, Virgin Records and EMI - Product sold through Best Buy, Circuit City and Amazon.
- Managed worldwide product launch of Gruvi with over 80 media interviews in the US and Europe. Interviews included: Newsweek, Barron's, Wall Street Journal, Financial Times, Reuters and CNN.
- Created strategic partnerships with major wireless US and European carriers (Sprint, Verizon, Cingular, Vodafone, 3, O2, Telefonica, Orange etc.) and handset OEMs (Samsung, Palm, Motorola, Nokia, Sony Ericsson, LG etc.). Resulted in sales of \$15M the first year.
- Developed businesses with music labels (Sony BMG, Warner, Universal, EMI, Virgin), movie studios (Sony Pictures, Disney), and service providers (Yahoo, RealNetworks, AOL, Napster, MTV).

Yahoo! Business Alliances and Partnerships San Diego, CA 2004

Business Development and Alliances manager for distribution partners of Yahoo! Music Services.

- Drove digital music services bundling partnerships with major accounts and partner programs leading to successful subscriber acquisition. Partnered with MP3 player manufacturers.
- Developed marketing programs with key accounts: Dell, Sonic Solutions, Creative and others.
- Managed marketing and partnership relations with back-end service providers, content companies, wireless carriers, broadband providers and technology partners.

MarketSphere, Inc. Vice President of Marketing San Diego, CA 2002-2004

Strategic marketing consultant and business development executive for full-service creative agency.

- Business development efforts grew business to national footprint and revenues of \$1M within the first year with major clients including: Adobe, Intel, Palm and Musicmatch/Yahoo!
- Advised CEOs, board of directors, and investors of mid-stage and early-stage companies on corporate direction, market strategy, investor strategy, profitability, business plans, and sales.
- Consulted with management teams of technology companies and provided integrated marketing, corporate branding, public relations (PR), advertising, and business strategy solutions.
- Developed business plans, go-to-market strategy, brand identity programs, and integrated marketing campaigns for clients.

DigMedia, Inc. VP of Marketing & Founder San Diego, CA 1998-2002

Developed and marketed MP3 players and content services software for IP broadcast of music and video across the Internet and mobile networks.

- Developed a \$20M/year retail distribution channel and consumer marketing plan with Best Buy, CompUSA, Circuit City, Fry's, and QVC that resulted in a 10% market share the first year for MP3 peripheral products for PCs. Had full P&L responsibility.
- Led business development that generated \$2M in software sales the first year. Negotiated executive level alliances, co-marketing contracts and joint press agreements with partners: British Telecom, Telefonica, Microsoft, Intel, Warner Music, MusicMatch, MGD, EMI, RealNetworks and Virgin.
- Raised \$12 million startup venture capital and negotiated \$2.5M strategic investment from InterTrust.
- Completed \$5M acquisition and re-branding of MP3 consumer products division from publicly-held UK company, Memory, Plc. Acquired online music label NewTechMusic, Inc.

Intel Corporation Sr. Marketing Manager Santa Clara, CA 1995-1998

Directed Pentium marketing programs within the content and entertainment industry. Evangelist for digital media (authoring, capture, production) usage and Internet content distribution strategies.

- Business development leader that produced partnerships, alliances and investments within the entertainment industry, including Sony, Vivendi, BMG and MTV.
- Oversaw a \$20M portfolio of digital media/entertainment investments for Intel Capital that included: Audible, Liquid Audio, Spinner, Broadcast.com and Launch/Yahoo Music.
- Co-producer of Intel's \$8M New York Music Festival, the world's first 24/7 multi-day Internet music and video concert that spanned 25 New York clubs, 5 satellite clubs in Europe and included over 300 artist/bands. Performances were streamed live over the internet.

Intel Corporation Product Marketing Manager Folsom, CA 1986-1995

Marketing manager with four semiconductor components divisions: ASIC, EPLD, Flash Memory, and PC Chipsets. Divisions produced in excess of \$500M in revenues.

- Major accounts manager, achieved \$10M revenue goal the first year with OEMs: Dell, Toshiba, Compaq, HP and IBM. Developed co-marketing distribution and sales plans.
- Managed \$5M marketing budget, business and channel strategies. Supervised a cross functional distribution business development staff of 15 (US, APAC, EMEA) in customer support, media plans, industry events, OEM management.
- Organized and led the \$2M product marketing and launch of Flash Memory chips and cards in Latin America. A 3-week, 20-city press and analyst tour in Mexico, Argentina and Brazil.

EDUCATION

Bachelor of Science Electrical Engineering, B.S.E.E.

DeVry University, Phoenix, AZ