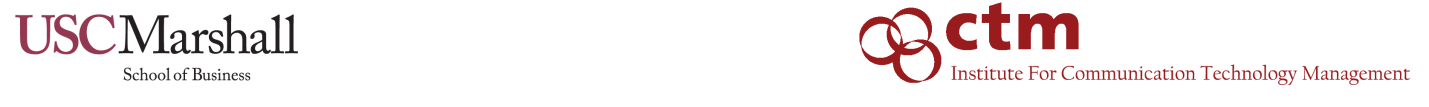
****

**Innovation: CTM Spring 2012 Executive Roundtable**

**University of Southern California**

**Davidson Conference Center**

**Los Angeles, California**

**March 15th, 2012**

**Participants & Speakers**

|  |  |
| --- | --- |
| **Carla Hendra**  Global Chairman  Global Strategy & Innovation Practice  OgilvyRED  **Michael Lang**  Chief Executive Officer  Miramax  **Peter Marx**  Vice President  Qualcomm, Inc.  **Laura Merling**  Senior Vice President  Application Enablement Platform  & Strategy  Alcatel-Lucent  **Tom Morgan**  Chief Executive Officer  MediaD.tv  **Wes Nichols**  Chief Executive Officer  MarketShare Partners  **Dr. Pieter Poll**  Senior Vice President  Network Services  CenturyLink | **Suraj Shetty**  Vice President  WW Service Provider Marketing  Cisco  **James Short**  Lead Scientist  San Diego Supercomputer Center  UC San Diego  **Mitch Singer**  Chief Technology Officer  Sony Pictures Entertainment  **John Smelzer**  Vice President Emerging Businesses  **Yahoo!**  **Gerard J. Tellis**  Professor  Department of Marketing  USC-Marshall School of Business  **Richard Whittington**  Senior Vice President  Media & Entertainment  SAP Labs |

|  |  |
| --- | --- |
| http://www.marshall.usc.edu/sites/default/files/imagecache/node_image/advisory_board/image/Carla_Hendra.jpg  **Carla Hendra**  Chairman  Global Strategy &  Innovation Practice  **OgilvyRED** | Carla Hendra was named founding Chairman of OgilvyRED, the global strategy and innovation practice of Ogilvy & Mather Worldwide in 2010, reporting to O&M Worldwide CEO, Miles Young. This global strategic consultancy focuses on combining creativity with innovation and rigorous effectiveness to solve brand and marketing challenges for clients of Ogilvy & Mather throughout the world.  Carla was named to the O&M Worldwide Executive Committee in 2010 and has been a member of the Ogilvy & Mather Worldwide Board since 2000. As the strategic driver of digital, data, and technology innovation during her 15 year Ogilvy tenure, Carla led OgilvyInteractive N.A. from 1998 to 2009, founded Ogilvy’s Consulting unit in 1999, started up the Digital Innovation Group in 2002, and launched VERGE, Ogilvy’s global digital summit series in 2004. She presided over the acquisition of The Lacek Group, a global loyalty marketing specialist firm, and Leopard Associates, a B2B Sales Enablement group as part of the diversification and growth of Ogilvy North America.  Carla served as co-CEO of Ogilvy & Mather North America from 2005–2009, and added Chairman of Ogilvy & Mather New York from 2007–2009. During this period, O&M New York welcomed a record amount of new business through growth in consulting, digital, marketing technology, brand strategy and other innovation practices she developed. She was President of OgilvyOne North America from 1998 to 2005. Prior to joining Ogilvy in 1996, Carla held executive positions at Grey and at independent direct marketing agency, BB&P.  As an industry leader, Carla speaks frequently at conferences and events including the BusinessInsider's IGNITION/Future of Media conference in 2010, the 2010 itvt conference on interactive TV, Web 2.0, adTech, Quadrangle Group's foursquare, and the IAB’s MIXX conference. She was the first woman to serve as a Cannes Jury Chair in the 50 year history of the Advertising Festival, leading the Cyber Jury in 2001. In 2004, Carla was named Advertising Woman of the Year by the Advertising Women of New York. She currently serves on the Advisory Board of The Future of Storytelling, an organization dedicated to defining the future of content in a transmedia world. Carla joined the Advisory Board of USC's Institute for Communications Technology Management in 2011.  Carla has been a member of the Board of Directors of Brown Shoe, a multi-billion dollar global footwear enterprise since 2005.  During her 30 year career, Carla has worked with some of the world’s greatest brands including: IBM, American Express, Lotus Development, UPS, Motorola, Cisco, Unilever, TDAmeritrade, Nestle, Stolichnaya, Citizens Bank and many more. She is a graduate of The University of Chicago where she studied economics and humanities. |

|  |  |
| --- | --- |
| C:\Users\jftucker\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\5DQX5RWX\Lhood-whitecoat-border.jpgLucy Hood  Executive Director Institute for Communication Technology Management (CTM)  USC Marshall School of Business | Lucy Hood is a highly respected industry expert on communication technology, digital strategy and content. She currently heads the Institute for Communication Technology Management (CTM) at USC’s Marshall School of Business. Focused at the intersection of technology and content, the Institute creates and disseminates thought leadership through its global consumer research, strategy briefings, executive summits and leadership education. In her role, Hood directs all of the Institute’s key initiatives, including CTM’s global research into the digitally-connected home, mobile communications, and media consumption, and lends strategic insights to CTM’s 25 corporate members including AT&T, Verizon, HP, Cisco, Qualcomm, Motorola, Alcatel-Lucent, Disney, Fox and Ogilvy & Mather.  Prior to joining The University of Southern California’s Marshall School of Business, Hood was President of Fox Mobile Entertainment, where she built the media giant’s digital businesses through partnerships with Vodafone, Verizon, Qualcomm and AT&T, as well as introducing industry-changing innovations like text voting on American Idol. Lucy Hood drove landmark innovations in digital media, including the launch of Fox.com and the invention of the Mobisode for the hit series 24. Hood also directed the launch of the FX cable channel, and served in a strategic role as Senior Vice President of News Corporation’s Content Group.  Lucy Hood keynotes and moderates at major industry events such as CES, Mobile World Congress, CTIA, the Milken Global Conference and Aspen Institute. Hood holds an MBA from Columbia University’s Graduate School of Business and a B.A. from Yale University. |

|  |  |
| --- | --- |
| Michael Lang  CEO  Miramax | BIO PENDING!! |

|  |  |
| --- | --- |
| Laura Merling  Senior VP, Applications Enablement Platform  Alcatel-Lucent | Laura Merling, Senior VP Applications Enablement Platform. Laura currently leads strategy and execution for Alcatel-Lucent's companywide push to transform the network into a powerful application platform for service providers, enterprises and developers. Laura has spent 20 years in high tech product management, marketing and business development. She was most recently VP of Business Development at Mashery, one of the earliest entrants in the Cloud and API Management infrastructure industry. Previously, In her role as CEO at the Software Development Forum, the leading non-profit in the United States for entrepreneurship in technologies; her organization assisted thousands of entrepreneurs in defining business plans and raising over $100 million in venture funding. She has also lead product teams for the SybaseEnterprise App Server, Powerbuilder Development Tool, and the Intershop E-Commerce Platform. Before joining the high tech community, Laura was involved in technology transformation projects at Ford Motor Company and Pepsi-Cola |

|  |  |
| --- | --- |
| Thomas Morgan  CEO  MediaD.tv | Tom Morgan is a 30-year veteran of the world of interactive services and digital media. For the past 10 years Mr. Morgan’s efforts have centered on the business development of On-Demand and Internet based Television, with a particular focus on the new advertising models for DVR’s, VOD, and Broadband TV. Mr. Morgan’s to focus on the business development issues of Digital Television, especially the new program licensing and ad models required for the new world of IP based Television.  Founder/CEO Virgin TV/Net TV Corp October 2009 to December 2011  Virgin TV USA, was a development initiative funded by Sir Richard Branson’s Virgin Management Group Ltd (VML). VTV USA was being developed as a Premium Over the Top (OTT) Television Service providing integrated Live Linear and On-Demand Television targeted at Smart TV’s, Tablets, and other connected devices. Tom recruited the initial team, led the development of the Business Plan, and managed year-long discussions with Major US Broadcast / Cable Networks, and select TV Studios. Mr. Morgan also identified and recruited a U.S. based strategic partner for the funding and launch of the proposed service. Relations between Virgin and strategic partner broke down in December 2011, causing VML to withdraw from supporting VTV in the U.S. Market.  Chief Strategy Officer of Move Networks Jan 2008 – September 2009  Move Networks was the technology platform behind ABC.com, Fox.com, ESPN360, and other Internet Television based sites. At Move, Mr. Morgan focused on the development of Internet Television revenue sources including new ad inventory and carriage models that allowed TV Networks reach economic parity of traditional TV.  Founder & CEO BlackArrow Corporation May 2004 – December 2007  In 2004 Mr. Morgan founded BlackArrow Corporation, a leading provider of Advertising Management Services for Digital Television. BlackArrow is funded by Comcast Corporation, Cisco, Intel Corporation, and two major Venture funds. Mr. Morgan served as CEO and Board Member, and was responsible for the company’s groundbreaking vision of innovative advertising inventory and management solutions. During his tenure at BlackArrow Tom was responsible for the BlackArrow Corporate relationships with key distribution and programming partners |

|  |  |
| --- | --- |
| Wes Nichols  CEO  MarketShare | Wes Nichols is an industry authority in predictive analytics, marketing optimization, attribution and cross-channel measurement, creating solutions for Fortune 500 companies for over two decades. His focus is on helping marketers successfully marry art and science to drive business results, definitively quantifying these impacts on shareholder value and finance.  Wes is co-founder and CEO of MarketShare, the leading analytics company that helps companies grow revenue more efficiently by quantifying what is really driving demand. Uniquely combining science, technology and expertise, MarketShare’s analytics and software-as-a-service solutions are having significant impact on optimizing resource allocation and marketing investments, having directed the investment of over $100 billion in marketing over the past several years. With MarketShare, MarketShare is pushing the boundaries on the use of big data and cloud computing to deliver faster and better value to customers, including half of the Fortune 50 companies.  With industry luminaries like academic leader Dr. Dominique Hanssens, former P&G CMO Jim Stengel, Facebook product executive Gokul Rajaram, tech innovator Ted Meisel and many more, MarketShare is matching marketing and media deployment with how today’s consumer is actually using new technology, including search, display and social media. MarketShare is backed by Elevation Partners, the $1.9 billion private equity firm focused on technology, media and entertainment.  Prior to starting MarketShare, Wes was with Omnicom Group (NYSE: OMC) as President and CEO of TEQUILA\, one of the world’s largest digital agency networks. TEQUILA developed digital marketing solutions for clients like Nissan, Sony, Pfizer, Adidas, and numerous other key brands.  Prior, he was the founder and Managing Partner of Direct Partners, building from scratch one of the industry’s first digital agencies, with offices in three countries and over $400 million in billings, which was acquired by Omnicom Group. Direct Partners worked with firms like EarthLink, Pfizer, Nissan, DIRECTV, and Disney. A winner of the Inc. 500 Fastest Growing Companies award and Cisco Technology Innovation Award, DP is still known as one of the most innovative digital marketing firms in the industry.  Wes is on Wharton's Future of Advertising Global Advisory Board, as well as the MASB Board, an organization focused on marketing accountability standards and practices. Wes is also on the Advisory Board of Canoe Ventures, the technology company founded by Comcast, Cox, Time Warner Cable and others to develop and deploy advanced advertising solutions. An active Young Presidents Organization (YPO) member, Wes graduated from Randolph-Macon College and The Johns Hopkins University, with degrees in Psychology and Business, respectively. |
| O:\Board Bios and Pictures Updated\Poll Photo 3 2011- Smile W Tie.JPG**Dr. Pieter Poll**  Senior Vice President Network Services  **CenturyLink** | With more than 24 years experience in the industry, Pieter oversees the planning, engineering and construction of CenturyLink’s national and international networks to support capabilities for hosting; LD voice and VoIP; data, transport and fiber networks; cloud-based services and distributed functions. He also leads a team that performs vendor technology management on behalf of Network Services.  Previously, he served as CTO for Qwest and was responsible for the strategic technology direction of the company. He oversaw the evolution of the network and technologies used to manage the network layers and drive future products and services.  Pieter also served as Vice President of Corporate Strategy for Mahi Networks and was responsible for corporate technology and strategy. Pieter played an integral role at AT&T Bell Laboratories in the development of architectural and evolutionary plans for digital switches and the AT&T long-distance network.  He currently serves on the Board of Directors of the Alliance for Telecommunications Industry Solutions and the Center for Telecom Management at the University of Southern California’s Marshall School of Business. He participates on the Advisory Board for the Interdisciplinary Telecommunications Program at the University of Colorado – Boulder. In 2009, Pieter was awarded the President’s Volunteer Service Award. |

|  |  |
| --- | --- |
| Suraj Shetty 4  Suraj Shetty  Vice President, Product and Solutions Marketing  Cisco Systems, Inc. | Suraj Shetty leads the company’s product and solution marketing function in Video; Emerging Technologies and Solutions; Cloud; Mobility; and Routing for the Service Provider and Enterprise sectors globally. Throughout his 15-year tenure at Cisco, Shetty has held a variety of senior management roles, giving him broad experience across Cisco’s products and solutions.  As a member of Cisco’s Service Provider Business Council, Shetty is part of the senior leadership team that determines the company’s Service Provider business strategy. A member of the company’s Global Marketing and Corporate Communications leadership team, he collaborates with peers to create and implement a holistic marketing approach, positioning Cisco's growth strategy and cultivating opportunities in new and existing markets. Shetty is a recognized Cisco spokesperson among press, industry analysts, and investors.  Prior to joining Cisco, Shetty was a Senior Consulting Engineer at Eicon Technology, focused on Systems Network Architecture (SNA) gateway and routing solutions. Shetty holds a Master of Science degree in electrical engineering from the University of Texas at San Antonio and a Bachelor of Engineering degree in electronics and communications from Karnataka University in India. He lives in Los Altos, California with his wife and two children. |

|  |  |
| --- | --- |
| **Dr. James Short**  Visiting Director of Research  **USC CTM**  Lead Scientist  San Diego Supercomputer Center | James E. (Jim) Short is Lead Scientist, San Diego Supercomputer Center, at UC San Diego (UCSD). He directs the How Much Information? (HMI) research program and the How Much Media? (HMM) research project at USC.  Jim’s research has focused on information growth and the value of information, corporate communications and disclosure, and selected topics in storage and information systems management. His work on market transparency and corporate information disclosure has been published in The Accounting Review. His applied work has focused on information metrology and the value of information.  With co-author Roger Bohn (UC San Diego), the first of several studies on information growth was published in December 2009, “How Much Information: Report on American Consumers.” A second report on enterprise information, “How Much Information: Report on Enterprise Servers,” was published in April 2011. |

|  |  |
| --- | --- |
| Mitch Singer  Chief Technology Officer  Sony Pictures Entertainment (SPE) | Mitch Singer is Chief Technology Officer Sony Pictures Entertainment (SPE) and Executive Vice President of New Media and Technology.  Singer is responsible for coordinating digital policy across all Sony Pictures’ businesses. He focuses on emerging and disruptive technologies and evaluates and develops adaptive business models to stay ahead of the technological curve. In addition to developing new consumer usage models, Singer plays a central role in Sony Pictures’ worldwide anti-piracy and digital rights management efforts.  Singer represents the studio in numerous standards setting activities, including serving as President of DECE (www.decellc.org), which is a nearly 50-member, cross-industry consortium dedicated to creating open standards for digital entertainment distribution with a goal of enabling consumers to acquire and play content across a wide range of services and devices.  Singer also sits on the boards of MovieLab, DVD CCA, Entertainment Technology Center USC, and the HDBaseT Alliance.  Mr. Singer received both his JD and MBA from the University of San Diego. |

|  |  |
| --- | --- |
| Gerard J Tellis Director, Center for Global Innovation USC Marshall School of Business | Gerard J. Tellis (Gerry Tellis), PhD Michigan, is Professor of Marketing, Management, and Organization, Neely Chair of American Enterprise, and Director of the Center for Global Innovation, at the USC Marshall School of Business. He is Distinguished Visitor of Marketing Research, Erasmus University, Rotterdam and has been Visiting Chair of Marketing, Strategy, and Innovation at the Judge Business School, Cambridge University, UK. Tellis specializes in the areas of innovation, advertising, global strategy, market entry, new product growth, promotion, and pricing.  Professor Tellis has published over 100 articles and 4 books, which have won over 20 awards, including four of the most prestigious in Marketing: the Frank M. Bass, William F. Odell, Harold D. Maynard (twice), and Fellow of INFORMS Society of Marketing Science. He is an Associate Editor for Marketing Science and Journal of Marketing Research and has been on the editorial review boards of the Journal of Marketing Research, Journal of Marketing and Marketing Science for several years. |

|  |  |
| --- | --- |
| Richard Whittington  Senior VP, Industry Solutions, Media & Entertainment  SAP | Richard Whittington leads the Media and Entertainment Industry for SAP responsible for the strategic direction, and product development for SAP's media portfolio.  Prior to SAP, Richard was a senior partner and executive  in IBM’s Global Business Services where he  worked with many of the leading old and new media companies, including Universal Studios, DirecTV, Yahoo!, Google, The Walt Disney Company, Warner Bros., Genius Products, iuniverse.com, Knight Ridder Digital, The William Morris Agency, Sony Pictures, Fox Filmed Entertainment, and the Dallas Morning News, to name a few.  Prior to IBM, Richard was a Senior Partner in the Media and Entertainment Practice for PricewaterhouseCoopers Consulting. He has also worked in Healthcare and Financial Services at companies such as Kaiser Permanente, and American Express both in the UK and the US.  Originally a UK native, Richard now lives in Southern California, has two daughters and spends his free time cycling for fitness and various causes, including Challenged Athletes, Diabetes and the local California charities.  He holds a Masters degree from the University of Brighton (UK) and a Bachelors degree in Education from the University of Sussex.  He is an EU and US citizen. |