

ELIZABETH BROOKS – BIO

As a pioneering executive in consumer-facing Internet, Elizabeth Brooks has been a leader in the digital revolution that has fundamentally altered the way we experience media and the way we create businesses. Elizabeth's global experience in brand creation and development, business development, strategic partnership building, and creative campaigns enables her to engage with brands and consumers in new ways.

Elizabeth began her professional career as a music industry marketing and A&R executive. She left Sony Music in 1999 to join the fledgling Napster, Inc., as Vice President, Marketing.

Elizabeth managed all aspects of the Napster brand from under one million to over seventy million registered users. She created all messaging for Napster and ran an enormously successful media strategy for one of the most publicized technology businesses in history. Elizabeth executed all of Napster's strategic partnerships and co-led the road show that secured Napster's \$13M B round financing.

After the closure of Napster, Elizabeth held positions at BMG Music Publishing (Vice President, Creative) and at Buy.com (Senior Vice President, Business Development), developing a deep understanding of music publishing, asset maximization, retail, ecommerce, and merchandising.

As a leader in digital media, Elizabeth evolved industry-wide policies, including digital rights management and licensing standards.

Elizabeth moved into the mobile space in 2004 as EVP, Marketing, at GoTV Networks, a pioneer in mobile video. The company became a leader in the space and was named Fortune "Breakout Company of the Year". At GoTV Elizabeth innovated product placement and brand partnerships in mobile television.

Elizabeth recognized the potential of 3D technology to reshape cinema, gaming, and consumer electronics, and in 2008 joined 3D experience

provider RealD as Chief Marketing Officer. RealD executed a successful public offering in 2010.

Elizabeth began her own marketing, branding, social, and business strategy practice from 2010 with clients including HBO, EMI Music, Electronic Arts, and multiple luxury, fashion, and lifestyle brands. At EMI she functioned as consulting head of digital marketing for the North American company's entire catalogue division, driving millions of dollars in revenue across massive Beatles/iTunes and Pink Floyd rerelease campaigns, among others. Much of Elizabeth's current work is focused on content strategy, emerging platforms, immersive and experiential design, interactive strategy, and practical business modeling. In an ever-noisier market, leadership and awareness are paramount, and crafting a deep and powerful brand story is essential in reaching the digital consumer.

Elizabeth was most recently Chief Marketing Officer at Buzzmedia, the fastest-growing media company in the digital space, responsible for strategic leadership of brands with a combined monthly audience of over 100 million unique visitors – the #1 web destination for adults 18-24. She is currently Head of Marketing at Live Nation Labs, charged with all digital and social marketing for the world's largest live entertainment company, with keeping the startup spirit alive, and with developing this Fortune 500 company's consumer-facing brand.

Elizabeth lives in downtown Los Angeles with her family.

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