

ELIZABETH BROOKS BIO

As a pioneering executive in consumer-facing Internet, Elizabeth Brooks has been a leader in the digital revolution that has altered consumer behavior, the way we experience entertainment, and the way we market. Elizabeth's experience in brand creation and development, marketing strategy, and creative campaigns enables her to engage with brands and consumers in new ways.

Elizabeth's consumer Internet and branding career began in 1999, when, as an entertainment executive deeply involved with youth culture and with consumer trends, she became convinced that the next revolution in music and entertainment was technology. Elizabeth joined the fledgling Napster, Inc., as Vice President, Marketing. As a founding management team member and Napster's first and only head of marketing, Elizabeth managed all aspects of the brand from 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.

"Napster is the fastest growing brand in history, due in no small part to the joining of Elizabeth Brooks at the very beginning. She was one of the first people in the record industry to realize that the business model was changing and sought out Napster to be part of the revolution. There she changed the face of an emerging industry. Her plan of positioning Napster and the record industry as 'David and Goliath' grew the company from under a million to 70M in nine short months. She used the press to creatively build the brand and made history! Napster would not have been Napster without her. We didn't go from hundreds of thousands of users to 70 million by accident. It required expert brand management, PR, creativity, and a deft, confident hand. Elizabeth could run any brand, or any company!" -- Eileen Richardson, CEO, Napster

After the closure of Napster, Elizabeth held positions at BMG Music Publishing (Vice President, Creative) and at Buy.com, where she restructured the existing digital music store and integrated it into the Buy.com home site with an over 30% increase in sales. Elizabeth established and evolved industry-wide digital policies, including digital rights management and licensing policies. She also created several successful marketing campaigns leveraging the power of the digital consumer, including a large-scale launch campaign for multiplatinum rock act System of a Down.

"I had the pleasure of working with Liz on the latest albums by System Of A Down, while at StreetWise. She developed a solid, new-media based marketing strategy to re-engage System fans worldwide and couldn't have pulled it off any better. Kudos!" -- Kyle Mortensen, GM, StreetWise Concepts & Culture

Elizabeth moved into the mobile platform space in 2004, renaming and rebranding a newly venture-funded shell company as GoTV Networks, one of the first mobile video providers. The company became a leader in the space and was named Fortune "Breakout Company of the Year" within months of the rebrand. As EVP, Marketing, at GoTV,

Elizabeth innovated product placement and brand partnerships in mobile television, creating partnerships with Procter & Gamble and Nintendo, among others.

“Elizabeth's GoTV work was awesome and she truly created a brand we could all be excited about!” -- David Bluhm, CEO, GoTV Networks

Elizabeth continued to build brands and business strategies as a consulting Chief Marketing Officer, notably renaming and rebranding wi-fi social networking startup WeFi. Most recently, Elizabeth served as Chief Marketing Officer at 3D experience provider RealD. Elizabeth repositioned RealD from a pure tech play to a consumer-oriented entertainment technology company. Within a few months, this unknown company, which had never received press coverage, was named to Fast Company's Fast 50 and recognized in the Wall Street Journal, Financial Times, New York Times, Los Angeles Times, and more. Research showed significantly increased consumer awareness and demand around 3D cinema. The Warner Bros. film “Journey to the Center of the Earth”, released summer 2008, exceeded tracking estimates by over 100% and passed \$100M box office, largely due to Elizabeth's studio co-marketing campaign focused on the 3D experience.

“Elizabeth is a stellar executive who did great work in renaming and rebranding our wi-fi social networking company and in creating a strong go-to-market strategy. Her identity work was strong and well thought out and garnered excellent response. Elizabeth is very creative, yet bottom line- and execution-driven.” -- Arnon Kohavi, CEO, WeFi

Elizabeth began her professional career as Product Manager, International, at PolyGram Records (now Universal Music Group), launching a department within the company's international headquarters in London that focused on the development, packaging, and marketing of U.S.-signed recording artists. Elizabeth's pan-European campaigns around Bon Jovi broke the band in Europe and set the stage for their global career today.

Elizabeth returned to the U.S. as Director, A&R, at Virgin Records subsidiary Vernon Yard recordings, where she signed the band Low and worked on marketing and developing David Gray and the Verve, among others.

In 1995, when the founders of Virgin America launched the Work Group, a label within Sony Music Entertainment, Elizabeth joined the company as Senior Director, A&R. At Sony, she worked with Fiona Apple, Jamiroquai, Youssou N'Dour, the platinum film soundtrack *My Best Friend's Wedding*, and many other projects. Elizabeth was instrumental in the development of the Moby album *Play* (eventually released by V2 Recordings). She left Sony in 1999 to join Napster.

Elizabeth lives in Los Angeles.