

Elizabeth Brooks

EXECUTIVE EXPERIENCE

Chief Marketing Officer, RealD, Inc., Beverly Hills, CA

September 2007-July 2008

Marketing and brand chief for the global leader in 3D. Launched new consumer branding initiative. Led media relations, media buying and advertising strategy, online marketing, experiential marketing, studio and exhibitor relations, and B2B strategy. Campaigns extended into thousands of theaters worldwide; created brand partnerships with Warner Bros. Pictures and DreamWorks Animation. Company named to Fast Company "Fast 50" Most Innovative Companies in March 2008.

Executive Vice President, Marketing, GoTV Networks, Inc., Sherman Oaks, CA

January 2005-October 2006

Senior management executive at mobile television provider, responsible for brand strategy, online and offline B2B and B2C marketing, retail marketing programs, marketing communications, PR, advertising platforms, brand partnerships (including industry-leading partnership with P&G); product marketing, and content-related business development.

Senior Vice President, Business Development, Buy.com, Santa Monica, CA

July 2003-January 2005

Senior executive at Buy.com's digital music store and applications companies, responsible for branding, marketing, media strategy, brand extension, content acquisition and licensing, business development, and ecommerce experience. Managed all licensing deals and promotional relationships with major labels, studios, publishers, and other content providers of downloadable and streaming music, video, and games across the Buy network of companies.

Vice President, Creative, BMG Music Publishing, Beverly Hills, CA

February 2001-February 2003

Head of North American creative operations for world's fourth largest music publisher, overseeing A&R, new talent acquisition, talent development, and song pitching activities. Initiated and closed significant talent deals from \$100K to \$3M and created innovative on- and offline exploitation strategies for new talent and catalogue, increasing derived income from song placement at labels, film/TV, and advertising.

Vice President, Marketing, Napster, Inc., Redwood City, CA

November 1999-October 2000

Senior executive in founding management team, leading marketing, PR and brand strategy for the fastest-growing Internet application in history. Successfully managed one of the top five brands on the Internet from a user base of one million to a user base of over fifty million worldwide: the world's largest online community.

Led venture capital outreach in tandem with company CEO, resulting in B round financing of \$15M.

In charge of all press and PR activity for one of the Internet's most publicized technologies/communities, including coordinating three separate agencies. Maintained positive brand image and consumer experience.

Modeled a legal and commercial version of the client application on multiple platforms. Created significant marketing, sponsorship, retail, and merchandising partnerships in the music and technology worlds.

Senior Director, A&R, Sony Music Entertainment, Ltd., Santa Monica, CA

April 1995-April 1999

Senior talent development executive. Involved with several platinum or multiplatinum projects including Fiona Apple, Jamiroquai, Moby, and two multiplatinum soundtracks.

Director, A&R, Virgin Records America, Inc., New York, NY

February 1993-April 1995

Senior talent development executive; also functioned as product manager and marketing head on all projects signed to Virgin Records' Vernon Yard imprint. Projects included The Verve and David Gray.

**Product Manager, International/Director, Marketing, UK and Europe, PolyGram International, Ltd.
London, England**

1989-1993

Originally product manager in US headquarters, responsible for all international coordination and activities into the UK, Europe, Asia, and Australia. Promoted within 18 months to department head in company's worldwide headquarters, overseeing all development of US signed artists in the UK and Europe. Rebranded, repackaged, and in many cases rerecorded/remixed projects to succeed in international markets. Worked with superstar artists.

BRAND AND STRATEGY TRIAGE, CAMPAIGNS, AND CONTRACTOR ASSIGNMENTS

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 awareness of and demand for 3D cinema by consumers and company phones were ringing off the hook. The Warner Bros. film "Journey to the Center of the Earth" exceeded tracking estimates by over 100% and passed \$100M box office, largely due to RealD co-marketing campaign focused on the 3D experience.

Interim EVP Marketing position at WeFi, Inc., San Jose, California & Tel Aviv, Israel. Led marketing and product development at hybrid WiFi/social startup backed by Lightspeed Venture Partners, Gemini Israel Funds, and Pitango Venture Capital. Rebranded and renamed company (originally named Contigo Mobility).

Renamed and rebranded GoTV Networks from a non-performing shell company upon closing funding round led by Charles River Ventures and Bessemer Venture Partners. Company became a leader in mobile video space and was named Fortune "Breakout Company of the Year" within two months of rebrand.

Innovated product placement and brand partnerships in mobile television at GoTV, creating partnerships with Procter & Gamble and Nintendo, among others. Nintendo's Shigeru Miyamoto GoTV-branded viral video received over nine million views on YouTube during the initial campaign.

Created viral campaign promoting multiplatinum rock band System Of A Down for Streetwise Concepts & Culture, releasing music to the Web and re-engaging fans in support of upcoming album. Over two million downloads of "leaked" track in first three days.

Restructured Buy.com's existing digital music store; integrated Buymusic.com into Buy.com home site resulting in a net >30% increase in sales. Reconfigured Buy's digital music offering to include flexible DRM, higher-quality files, and independent labels.

Created successful Napster sponsorship and promotion with multiplatinum rock band Limp Bizkit. Bizkit played 22 Napster-branded free shows nationwide, giving away tickets on leading local radio stations. Napster created local presence in each market utilizing local DJs and engaging fans. Campaign resulted in huge exposure and increased goodwill for Napster brand, and mobilized recording artists in support of the company.

Created groundbreaking online campaign and first ever virtual scavenger hunt for Moviso, Inc., promoting the film End of Days and Jimmy Buffett's Mailboat Records.

Educated at Simon's Rock, the early admissions branch of Bard College, and at Emerson College. Bachelor of Science in Mass Communication.

Advisor to Marc Gobé's Emotional Branding, DivX Networks, Inc., AutoMD.com, Call2Action, and others.

Board Director Positions at Xingtone, Inc., and Skyway Systems, Inc.

Speaker at branding, new media, technology and music conferences including Ad Age, CTIA, Digital Hollywood, Mobile Entertainment Summit, RealConference, mp3.com Summit, Plug-In, CMJ, In The City, and many others.

Featured in publications including Time, Newsweek, Brandweek, Advertising Age, USA Today, The New York Times, Stern, Der Spiegel, Fortune, Forbes, and many others.

Awarded WIRED Magazine award for Best Guerrilla Marketing for work at Napster.

Other Things: Traveled in over forty countries; dive, tennis, skydive, swim; nearly two terabytes of digital music at home; passionate about music, basketball, design, books, and photography.

<http://www.linkedin.com/in/elizabethb>

Elizabeth Brooks: 310 922 0986 eb@elizabethbrooks.net