

**Elizabeth Brooks**

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Multichannel marketer and strategist: proven success in branding/brand strategy, creative direction and leadership, content, data-driven market strategies, partnerships, digital entertainment, owned/earned/paid media, and general management.

## **EXECUTIVE EXPERIENCE**

**Acting Chief Marketing Officer, Lucid**

**April 2015- present**

Investor in and advisor to this high-growth data technology company. Executed a full rebrand/rename and rebuilt/redesigned the company's digital presence; created and implemented strong positioning/messaging and marketing vision across three business units with a fourth launching late 2016. Led product, partner, and market strategy. Lucid's Q3/4 2015 YoY EBITDA growth was >70% with >85% margin growth; the company is pacing to break 90% growth in 2016.

**Senior Vice President, Content & Marketing, Live Nation Entertainment**

**January 2013-March 2015**

Senior marketing executive at the world's largest live entertainment company. Head of content, brand, and growth for Live Nation Labs, Live Nation Digital, and internal creative agency; built content business to double and triple digit percentage 2013 & 2014 increases in key digital customer metrics as well as 36% content revenue growth. Responsible for Live Nation corporate brand strategy. Managed design/creative/production teams. Launched live streaming business. Led strategic brand partnerships.

**Chief Marketing Officer, SpinMedia**

**December 2011-August 2012**

CMO for top 40 comScore web/mobile property, encompassing over 30 lifestyle and music brands. Led sponsorships driving >\$600K in new business in eight months. Redesigned corporate website and brand identity; managed acquisition of SpinMedia and integration into existing advertising business.

**Consulting Head of Digital Marketing, EMI Music North America**

**July 2010-November 2011**

Project-specific engagement leading digital marketing and strategy for EMI's priority heritage brands, including The Beatles and Pink Floyd. Managed launch of The Beatles on iTunes. Conceived and launched successful Pink Floyd/YouTube interactive, social streamed concert and film; designed groundbreaking *Dark Side of the Moon* interactive iPad app.

**Chief Marketing Officer, RealD**

**July 2007 – August 2008**

**Investor/Advisor, RealD**

**July 2007 – May 2011**

Marketing and brand chief, investor, and advisor for the global leader in 3D. Launched RealD's consumer brand. Initiated and closed major studio deals (DreamWorks, Warner Bros. Pictures, New Line Cinema). Led cross-channel marketing and media campaigns (print to interactive), media relations, and B2B strategy selling into thousands of theaters globally. Re-aligned initial multimillion-dollar marketing budget and eventually eliminated marketing cost center in order to execute successful 2010 IPO.

**Executive Vice President, Marketing, GoTV Networks**

**January 2004-December 2006**

Senior management executive at very early mobile video provider, responsible for rebrand, brand strategy, online and offline B2B and B2C marketing, PR/communications, and partnerships.

**Senior Vice President, Business Development, Buy.com**

**2003-2005**

Senior executive at Buy.com's applications companies and media store, responsible for ecommerce experience, online merchandising, business development, media strategy, brand extension, and content acquisition/licensing. Created industry-wide digital entertainment standards.

**Vice President, Creative, BMG Music Publishing**

**2001-2003**

Head of North American creative and creative operations for world's fourth largest music publisher. Closed > \$8M in talent deals; grew income from labels, film/TV, and advertising by over 30%.

**Vice President, Marketing, Napster**

**1999-2000**

Senior executive in founding management team, leading marketing, PR, product, business development, 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 1M to 50M worldwide: the world's largest online community.

**Senior Director, A&R, Sony Music Entertainment**

**1995-1999**

Talent development executive at Sony's WORK Group label. Projects included Fiona Apple, Jamiroquai, Moby, and two multiplatinum soundtracks.

**A&R, Virgin Records America**

**1993-1995**

Talent development and product management on Virgin's developing artists.

**Education:** Simon's Rock – the Early College (the early admissions branch of Bard College); and Emerson College. **Bachelor of Science in Mass Communication, Emerson College.**

**Awarded** *WIRED* Magazine award for Best Guerrilla Marketing. *Fortune* Mobile Breakout Company. *Fast Company* Fast 50. Webby Award, Best Music Site. Top Tech Story 2015, IdeaVillage. *Billboard* 100 Twitter Accounts to Follow and Twitter 140. 2016 Nominee, Ada Lovelace Award for Women in Tech.

**Other Things:** Traveled in 44 countries; volunteer experience in U.S. and developing world; dive, climb things, swim, surf; passionate about music, design, photography, and architecture.

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