

Elizabeth Brooks

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Omnichannel CMO and strategist: proven success in brand strategy, positioning, and development; data-driven market strategies; creating ROI in challenging markets; entertainment and digital media marketing; customer acquisition and retention; ecommerce; creative leadership; and general management. B2C and B2B expertise.

EXECUTIVE EXPERIENCE

Chief Marketing Officer, BSE Global

November 2017-March 2019

CMO and member of core leadership team across all BSE brands, including the Brooklyn Nets; Barclays Center; the Long Island Nets; the Nets Gaming Crew esports team; the New York Islanders; Nassau Coliseum; and Brooklyn Boxing. Led six teams: Team Marketing; Content and Creative; Retail and Merchandising; Community Relations; Game Presentation; and a newly created Marketing Technology team. Launched multiple successful projects including innovative Nets/Islanders ticketing campaigns creating a significant lift in single game, partial plan, and season purchases; Nets City Edition jersey and marketing platform (league award winner); new customer data platform, adtech and martech infrastructure; the NetsGC esports team creation and launch; Barclays Center 2.0 buildout; Brooklyn Nets China market expansion; and the Brooklyn Nets content initiative.

CMO/Executive-in-Residence, Sopris Capital Associates

May 2017- present

Executive in residence acting as CMO and strategist across multiple portfolio companies, primarily in the disruptive technology space. Leading all market-related disciplines, including B2C and B2B marketing, brand definition, business modeling, and global market expansion.

Board Advisor, Lucid

April 2015- present

Chief Marketing Officer, Lucid

April 2015- January 2017

Investor, advisor, and acting CMO for this high-growth data technology company (a Sopris portfolio company). Recreated and designed the company's brand, digital presence, and market message; led global market strategy. Integral part of leadership team driving >70% YoY revenue growth in both 2015 and 2016, taking company from 60 to >200 employees and closing \$60M funding round in 2017. Company now valued above \$700M.

SVP, Content & Marketing, Live Nation Entertainment

January 2013-March 2015

Senior marketing and content executive at the world's largest live entertainment company and third largest ecommerce company. Led direct-to-fan and sponsorship-related marketing and digital development; managed content production and experiential marketing teams. Drove triple digit growth in key digital customer metrics and 36% increase in digital advertising revenue. Responsible for LNE corporate brand strategy and investor relations marketing. Led strategic partnerships across divisions.

Chief Marketing Officer, Buzzmedia/SpinMedia**December 2011 – May 2012**

Consulting CMO building out brands and digital marketing platforms across more than forty Buzzmedia-owned web publishing properties in preparation for SpinMedia acquisition and merger.

Consulting Head of Digital Marketing, EMI Music NA**July 2010-December 2011**

Project-specific 18-month consulting engagement leading digital (mobile, online, and other) strategy and marketing for EMI's priority brands, including The Beatles and Pink Floyd. Managed Beatles/iTunes launch; developed leading-edge digital creative strategies (apps, VR/AR, affinity communities, interactive/experiential campaigns).

Investor/Advisor, RealD**2007 – 2011****Chief Marketing Officer, RealD****2007 – 2008**

Marketing and brand chief for the global leader in 3D cinema. Launched RealD's consumer brand. Initiated and closed major studio deals (DreamWorks, Warner Bros. Pictures, New Line Cinema); managed exhibitor relations. Led cross-channel marketing and media campaigns (print to interactive), media relations, and B2B/B2C strategy.

EVP, Marketing, GoTV Networks**2005-2007**

Marketing leader, board member, and key exec at very early mobile video provider, responsible for rebrand, brand strategy, online and offline B2B and B2C marketing, PR/communications, and partnerships.

SVP, Business Development, Buy.com**2003-2005**

Senior executive at Buy.com's applications companies and media store, responsible for consumer 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**1999-2001**

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 three brands on the Internet from a user base of 1M to 70M worldwide: the world's largest online community.

Senior Director, A&R, Sony Music Entertainment**1995-1999**

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

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.

Board of Directors Member/Advisor: Lucid; DivX; East African Social Ventures; Crushroom; Swipecast; ThreeSixtyEight.

Awarded: NBA Retail Triple Threat Award. *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. Nominee, Ada Lovelace Award for Women in Tech 2016.

Other Things: Traveled in over 45 countries; volunteer experience in U.S. and developing world; dive, swim, and climb things; passionate about global economic and environmental change, basketball, and music. Exhibited/published humanitarian and fine art photographer.