



**desilva+phillips**

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DEALMAKERS SUMMIT



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February 7, 2013



**Agenda**

February 7, 2013

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- 7:45am – 8:40am **Breakfast and Registration**
- 8:40am – 8:50am **Conference Kick-off**  
Daniel R. McCarthy, Partner, DeSilva + Phillips  
Roland A. DeSilva, Chairman and Managing Partner, DeSilva + Phillips
- 8:50am – 9:10am **The 2013 Deal Outlook: Trends and Opportunities**  
Daniel R. McCarthy, Partner, DeSilva + Phillips
- 9:10am – 9:40am **Keynote Interview:**  
Interviewer:  
Stephanie N. Mehta, Executive Editor, *Fortune*  
Speaker:  
Robert Thomson, CEO, News Corporation
- 9:40am – 10:15am **Panel: Adapting to Changing Media Platforms**  
Moderator:  
Russell Adams, Editor – Markets, *The Wall Street Journal*  
Panelists:  
Paul Bascobert, COO, Bloomberg Media  
Elisabeth DeMarse, Chairman, CEO and President, The Street, Inc.  
Ann Sarnoff, COO, BBC Worldwide America
- 10:15am – 10:30am **Disruptor: [x+1] – The Leading Enterprise Data Management Platform for Online Marketers**  
Speaker:  
John Nardone, CEO
- 10:30am – 10:45am **Coffee Break**
- 10:45am – 11:20am **Panel: The Impact of Workflow Innovation on Information Industry M&A**  
Moderator:  
Russell Perkins, Founder and Managing Director, InfoCommerce Group  
Panelists:  
C.J. Brucato III, Partner, ABRY Partners  
Ninan Chacko, CEO, PR Newswire  
Kevin Marcus, President and COO, Ipreo
- 11:20am – 11:55am **Panel: Innovative Business Models and Sources of Revenue in Software Services and Commerce**  
Moderator:  
Sucharita Mulpuru-Kodali, Vice President and Principal Analyst, Forrester Research  
Panelists:  
Scott Levine, Managing Director, Time Warner Investments  
Stephanie K. Schnabel, Managing Director – Corporate Development, Accenture



**Agenda**

February 7, 2013

11:55am – 12:15pm

**Interview: Chrystia Freeland**

Interviewer:

Nicholas Lemann, Dean and Henry R. Luce Professor of Journalism, Columbia Journalism School

Speaker:

Chrystia Freeland, Editor, Thomson Reuters Digital, and author of *Plutocrats: The Rise of the New Global Super-Rich and the Fall of Everyone Else*

12:15pm – 12:45pm

**Presentation: The Billion Dollar Lab: a Glimpse into the Future!**

Speaker:

Alan Wurtzel, President, Research & Media Development, NBC

12:45pm – 2:00pm

**Lunch**

2:00pm – 2:35pm

**Panel: Innovation and Creativity**

Moderator:

Sree Sreenivasan, Chief Digital Officer, Columbia University

Panelists:

Andrew Essex, CEO, Droga5  
Michael Lebowitz, Founder and CEO, Big Spaceship  
David Zilberman, Venture Capital Partner, Comcast Ventures

2:35pm – 2:50pm

**Disruptor: Matterhorn Transactions – Bringing Transparency to Transaction Agreements**

Speakers:

Donald R. Carlson, CEO  
Suzanne Petren-Moritz, Vice President and Managing Director, Lexis Practice Advisor

2:50pm – 3:20pm

**Keynote Conversation: The Future of Publishing and Education**

Participants:

Andrew S. Rosen, Chairman and CEO, Kaplan  
Richard Sarnoff, Senior Advisor, KKR

3:20pm – 3:55pm

**Panel: The Key Drivers of Education Transactions**

Moderator:

Rik Kranenburg, Industry Partner – Education, DeSilva+Phillips

Panelists:

Diana Rhoten, Chief Strategy Officer, Amplify  
Bethlam Forsa, Former Executive Vice President, Houghton Mifflin Harcourt  
Vineet Madan, Senior Vice President – Strategy & Corporate Development, McGraw-Hill Education

3:55pm – 4:10pm

**Disruptor: Work Market**

Speaker:

Jeffrey S. Wald, Founder and COO



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**Agenda**

February 7, 2013

4:10pm – 4:45pm

**Panel: How Major Publishers are Transforming Their Businesses**

Moderator:

Jack Griffin, CEO, Empirical Media

Panelists:

Ed Kelly, President and CEO, American Express Publishing Corporation

David Kieselstein, CEO, Penton Media

Geoff Wilmot, CEO, Centaur Media, plc

4:45pm – 5:00pm

**Disruptor: Thuzio – Creating Unforgettable Experiences with Professional Athletes**

Speakers:

Tiki Barber, Co-Founder & Chairman

Mark Gerson, Co-Founder & Chairman

5:00pm – 6:00pm

**Cocktail Reception**



**Roland A. DeSilva**  
*Chairman & Managing Partner*



Roland DeSilva has extensive experience in media mergers and acquisitions, having completed more than 200 transactions in the business-to-business and specialty consumer market. He has represented strategic owners, entrepreneurs and private equity sponsors whose assets were in the publishing, information, event, marketing services and information technology industries.

Prior to forming DeSilva+Phillips 17 years ago, he held a number of senior executive positions including Chief Executive Officer, Chief Operating Officer, International Director and Publisher with Thomson Corp., McGraw-Hill, and Capital Cities/ABC, Inc. (Chilton Company). He also founded U.S. Business Press, a nine-magazine business-to-business publishing company.

Mr. DeSilva is a member of the Smithsonian Libraries Board of Advisors, Vice Chairman of World Information Transfer, a member of the Board of Trustees, Long Island University, and President of Park Avenue Coop. He holds a B.S. from C.W. Post College.

# The 2013 Deal Outlook: Trends and Opportunities



**Daniel R. McCarthy**  
*Partner*



Daniel R. McCarthy most recently was Chairman & CEO of Gallarus Media Holdings and its subsidiary, Network Communications, Inc. At NCI, Dan oversaw one of the largest local marketing services companies in the U.S. In 2010, Dan spearheaded the launch of the innovative DigitalSherpa line of marketing services products, which currently provide social media marketing solutions to more than 1500 small and medium-sized businesses.

Over the course of his career, Dan has completed more than 50 transactions and financings, including the \$380 million sale of NCI to Citicorp Venture Capital Group; the \$120 million acquisition of NCI by ABRY Partners; the \$300 million debt restructuring of NCI; the \$200 million sale of Cowles Business Media; and dozens of strategic acquisitions and dispersals.

Dan was previously CEO of Themestream, a special-interest internet portal funded by Redpoint Ventures and Kleiner Perkins that was an early pioneer of user-generated content. Prior to Themestream, he was CEO of Primedia Enthusiast Media, one of the largest special-interest publishers in the U.S. He was also CEO of Cowles Business Media, a business-to-business information provider focused on the media and marketing industries.

Dan began his career as a reporter and analyst covering the media and business information markets for Communications Trends, Inc.

Dan provides commentary and analysis of the media industry at the blog [Media+Value] at [www.themediatransformation.com](http://www.themediatransformation.com).

Dan holds a BA in Literature from Columbia University.

## Keynote Interview



**Stephanie N. Mehta**  
*Executive Editor*

# FORTUNE

Stephanie N. Mehta is deputy managing editor at FORTUNE, where she steers the overall editorial direction of the magazine and oversees technology, international and Washington coverage. Mehta is also a key contributor to the magazine's live events and serves as co-chair of FORTUNE's MPW Summit and Brainstorm Tech.

Previously, Mehta served as executive editor, assistant managing editor and global editor at FORTUNE. Prior to these positions, she covered the telecommunications and media industries for the magazine.

Mehta joined FORTUNE from the *Wall Street Journal*, where she was an assistant news editor, reporting and editing technology stories. She wrote extensively about telecommunications at the *Journal*, focusing on wireless and local phone companies.

Mehta joined the *Journal* in 1994 as a staff reporter for the paper's Enterprise group and was promoted to deputy bureau chief of that group in 1996. Prior to joining the *Journal*, she worked as a business reporter for the *Virginian-Pilot* in Norfolk, Va.

She received a B.S. in English and an M.S. in journalism from Northwestern University.

## Keynote Interview



**Robert Thomson**

*CEO*



Robert Thomson is chief executive officer of the New News Corporation, the proposed global publishing entity, following News Corporation's separation into two independent, publicly traded companies in Summer 2013. The company will comprise the Company's digital and print publishing operations, its education division and other Australian assets. Mr. Thomson assumed his current role in January 2013.

Mr. Thomson most recently served as editor-in-chief of Dow Jones & Company and managing editor of The Wall Street Journal since May 2008. As the senior news executive at Dow Jones, he directed the global news operations of the Journal and Dow Jones Newswires, with an international news staff of over 2,000 journalists in more than 80 bureaus worldwide.

Mr. Thomson's editorial leadership and Dow Jones' commitment to quality journalism fueled growth and innovation, with The Wall Street Journal becoming the largest circulation newspaper in the U.S. The Journal expanded its content and added a host of sections to complement its core of unrivalled business and finance coverage. The company's expansion across content was complemented by a growth across geographies and devices, with numerous digital content and video offerings and local-language Web sites in Europe and Asia, reaching tens of millions of users worldwide.

Before joining Dow Jones in December 2007, Mr. Thomson was editor of The Times of London where he presided over a significant expansion of its readership in print and on the Web – the audience of the Times Online grew from less than 1 million monthly to almost 13 million during his editorship. Prior to that, he was editor of the U.S. edition of the Financial Times taking prime editorial responsibility for the FT Group's ambitious drive into the U.S. market, where the newspaper trebled its sales to almost 150,000. For his work in building the FT's operations, in print and online, he was named as U.S. Business Journalist of the Year in 2001 by the influential trade journal TJFR.

Mr. Thomson had been editor of the Weekend FT and assistant editor of the Financial Times, orchestrating a successful redesign of the Weekend FT in late 1996 - that edition became the fastest-growing newspaper in the U.K. market during 1997. He also oversaw the evolution of the occasional "How to Spend It" magazine into an award-winning monthly. From 1994 to 1996, he was the FT's foreign news editor in London, overseeing the paper's extensive network of correspondents. Mr. Thomson had been a correspondent himself in Tokyo (1989-1994), where he witnessed the rise and fall of the "bubble economy," and in Beijing (1985-1989), where he reported on the country's economic and social reforms, and the crushing of the democracy movement in Tiananmen Square.

Mr. Thomson has been a journalist since early 1979, when he joined The Herald in Melbourne, working as a copyboy and a finance and general affairs reporter before becoming the paper's Sydney correspondent. In 1983, he was hired by the Sydney Morning Herald as a senior feature writer and, two years later, was appointed to a Beijing bureau then shared by the Sydney paper and the Financial Times.

He is the author of *The Judges: A Portrait of the Australian Judiciary* (Allen & Unwin) and co-author of *The Chinese Army* (Weldon Owen). He edited a collection of satirical writing titled *True Fiction* (Penguin Books).

Mr. Thomson was born in Torrumbarry, near Echuca, in southern Australia, and is married with two sons.

# Adapting to Changing Media Platforms



**Russell Adams**  
*Editor, Markets*

## THE WALL STREET JOURNAL.

Russell Adams has been a reporter and editor at The Wall Street Journal since July 2005. He currently is an editor in the Markets group, a position he has held since May 2012.

Before he became an editor, Russell spent four years as a media reporter, focusing primarily on newspaper and magazine publishers and the challenges they face in adapting to a digital world. Previously, Russell wrote about sports for the Journal's Weekend Edition and Weekend Journal.

Russell began his journalism career in San Diego, Calif. where he covered the legal industry for the San Diego Daily Transcript, a daily business newspaper. In 2001 he moved to New York to earn his master's degree at Columbia University's Graduate School of Journalism. After graduation, Russell spent three years writing about Major League Baseball and sports media for Street & Smith's SportsBusiness Journal.

A native of San Diego, Russell earned a Bachelor of Arts in Spanish literature from Georgetown University in Washington, D.C. He lives in Manhattan with his wife, Loren, and daughter, Leah.

# Adapting to Changing Media Platforms



Paul Bascobert  
*COO*

## Bloomberg

Paul Bascobert joined Bloomberg in January 2010. As president of Bloomberg Businessweek, he is responsible for the strategy, revenue, and operations of the brand. Additionally, as COO for the Bloomberg Media Group, Bascobert is responsible for revenue growth and business execution for the Bloomberg Media Group, which includes Bloomberg Businessweek, Bloomberg Markets magazine, Bloomberg Television, Bloomberg Radio, Bloomberg.com, Businessweek.com, and Bloomberg Mobile.

Prior to joining Bloomberg, Bascobert was chief marketing officer for the consumer Media Group of Dow Jones & Company, a division of News Corporation. Under his leadership, Bascobert increased circulation and created new revenue opportunities for The Wall Street Journal, Barron's, WSJ.com, MarketWatch.com, and Barrons.com helping the Journal become the newspaper with the most paid circulation in the United States. Previously, Bascobert served as senior vice president of operations for the Consumer Media Group. In this capacity he oversaw information technology, customer service, printing and distribution.

Before joining Dow Jones in March 2006, Bascobert held leadership positions in operations, sales and marketing for Exchange Solutions Inc., Braun Consulting, and Vertex Partners. He began his career as a systems engineer at General Motors Corporation. Bascobert also serves on the Board and the Executive Committee of the MPA – The Association of Magazine Media and The Partnership at Drugfree.org.

Bascobert Holds a BS in Electrical Engineering from Kettering University and an MBA in Finance from The Wharton School of the University of Pennsylvania.

# Adapting to Changing Media Platforms



**Elisabeth DeMarse**  
*Chairman, CEO & President*

## **The Street**

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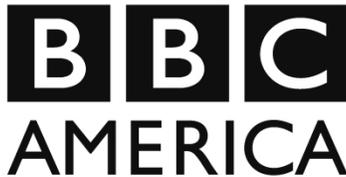
Elisabeth DeMarse was appointed Chairman, President and Chief Executive Officer Of TheStreet, Inc. (NASDAQ: TST) in March 2012. From October 2010 to March 2012, Ms. DeMarse was CEO of Newser, LLC, an online news service. Prior to Newser, Elisabeth was founder and CEO of CreditCards.com, which she created by acquiring the assets of ClickSuccess in Austin, Texas, Freedom Marketing in Colchester, UK, and the acquisition and buildout of numerous credit-related url's. Previously, Elisabeth transformed iLife.com into Bankrate, Inc., engineering the turnaround of the company, driving exponential growth and creating \$450 million in shareholder value. Bankrate was acquired for \$560M by APAX in 2009; in August, 2010 Bankrate acquired Creditcards.com for \$145M. Elisabeth spent a decade as chief marketing officer for Bloomberg LP working directly for the founder, Michael Bloomberg, where she was instrumental in the formation of several media properties. Elisabeth serves on the Board of Directors of ZipRealty and All-Star Directories. She is a graduate of HBS and a cum laude graduate of Wellesley College, She is a member of the Committee of 200. Awards include Working Mother of the Year, Dealmaker of the Year, Most Intriguing Person in Media, NOW Woman of Power and Influence, Fast Company Fast 50, Inc. 500, and ACG Award for Outstanding Corporate Growth.

She lives in Manhattan with her husband and two children. She divides her time between New York and Annisquam, Massachusetts.

## Adapting to Changing Media Platforms



Ann Sarnoff  
COO



Ann Sarnoff is COO at BBC Worldwide Americas where she is responsible for driving growth and profits across the company's North American businesses. She oversees Advertising and Affiliate Sales for the cable channel, BBC America, as well as digital assets, including digital program syndication and [BBC.com](http://BBC.com). She also supervises ancillary businesses including TV Sales and Co-productions, Home Entertainment, and Licensing.

Prior to the BBC, Sarnoff was President of Dow Jones Ventures and Senior Vice President of Strategy for Dow Jones. In this role, she was responsible for leveraging the company's assets to create new businesses, as well as corporate strategy and business development. Sarnoff launched *The Wall Street Journal* executive conference business as well as [FINS.com](http://FINS.com), a career and jobs site for financial professionals, and brought together the print and online classified businesses.

Sarnoff previously worked at Viacom for 10 years. As Nickelodeon's Executive Vice President for Consumer Products and Business Development, she built Nickelodeon consumer products into a multibillion dollar revenue business at retail. In this role, Sarnoff developed *Rugrats* and *Blue's Clues* into successful off-air franchises by launching them into toys, apparel, publishing, home video, video games, and more. She also led the teams that developed new cable channels TV Land and Noggin. Subsequently, she became COO for VH1 and CMT where, in addition to strategic planning and business operations, she oversaw digital channels, websites, radio, audio, and video products.

Following Viacom, Sarnoff was COO for the *Women's National Basketball Association*, where she ran the league's business operations and oversaw player personnel and programs.

Sarnoff holds a BS from Georgetown University's McDonough School of Business and an MBA from Harvard Business School. She is a member of the executive advisory board of the McDonough School of Business and is a member of the boards of the Women's Forum of New York and the Harvard Business School Women's Association of New York. Sarnoff was named one of the Most Powerful Women in Cable 2011 by CableFAX Magazine.

# [x+1] – The Leading Enterprise Data Management Platform for Online Marketers



**John Nardone**  
*CEO*



A classically trained brand marketer, John is recognized as an innovator and leading marketing strategist. Over the course of his career – which has included positions with major brands such as P&G and Pepsi, as well as with trail-blazing agencies and consultancies such as Modem Media and Marketing Management Analytics – John has helped set the industry agenda.

As the chairman and CEO of [x+1], a leader in cloud-based digital marketing and data management, John is once again at the vanguard. His vision – of marketing decisions fueled by actionable data and expressed through every audience touchpoint – is redefining the way enterprises understand and engage with their customers.

John earned an MBA from Duke University's Fuqua School of Business and a BA from Duke University. He served as a founding board member of the IAB from 1995 to 2001.

# The Impact of Workflow Innovation on Information Industry M&A



C. J. Brucato III  
*Partner*



C. J. joined ABRY in 1996. He has been involved in a variety of media, communications, and business and information services investments, including data center services, satellite communications, medical information and human capital management information. Previously, C. J. was a member of the Media and Communications Group at Prudential Securities, Inc. He is a graduate of Princeton University.

# The Impact of Workflow Innovation on Information Industry M&A



**Ninan Chacko**  
*CEO*



Ninan Chacko is Chief Executive Officer of PR Newswire, the premier global provider of marketing and communications solutions that enables you to optimize and distribute content to actively engage with all key audiences, across traditional, digital, social and mobile channels, anywhere in the world. Since joining PR Newswire in 2009, Ninan has been leading a senior management team across the Americas, Europe and Asia, setting and implementing the organization's global vision and strategy, overseeing company operations, and driving the development of innovative products and technologies to power business growth. Ninan is instrumental in the company's current shift from newswire service to full service provider of workflow platforms and engagement tools – for PR *and* marketing professionals - that support content marketing.

Prior to joining PR Newswire, Chacko served as Chief Commercial Officer of Worldspan, the worldwide travel information, e-commerce and technology service provider to travel agencies, travel service providers and corporations. As Chief Commercial Officer, Chacko was responsible for sales, marketing, customer operations, service and support activities for traditional and online travel agencies, travel suppliers and corporate customers in over 60 countries. Chacko was a founding member of the buyout consortium management team that acquired Worldspan in 2003 from Delta Air Lines, Northwest Airlines and American Airlines, and served in the role of Chief Commercial Officer until its \$1.4 billion sale to Travelport in 2007.

Prior to Worldspan, Chacko spent more than 13 years with Sabre Holdings, a leading supplier of distribution and technology solutions to the travel industry and Sabre's former owner, AMR Corp. As Senior Vice President, Chacko led the development, launch and operation of the company's hotel merchant business in the travel agency channel. Prior to that, he served in a variety of leadership roles at Sabre, including Senior Vice President of Marketing for Sabre Travel Network and Senior Vice President of Global Services. Mr. Chacko began his career with System One Corporation before joining American Airlines' Decision Technologies group in 1990.

## The Impact of Workflow Innovation on Information Industry M&A



**Kevin Marcus**  
*President & COO*



Kevin is responsible for the day-to-day operations of Ipreo's global business. Kevin has been President and COO of Ipreo since its inception, having come from the i-Deal side of the business, where he held the same titles since joining in February 2006. Previously, Kevin spent three years as President of Thomson Financial's Corporate Group, architecting a global repositioning of the business through internal initiatives and acquisitions. Kevin came to Thomson through its acquisition of The Carson Group where, beginning in 1992, he served in a variety of executive-level capacities. Kevin earned his BA in History from Cornell University.

# The Impact of Workflow Innovation on Information Industry M&A



**Russell Perkins**  
*Founder & Managing Director*



**Russell Perkins**, *Founder and Managing Director*. Russell has over 20 years' experience in all facets of the database publishing industry. Most recently, Russell was President/CEO of Dorland Healthcare Information, a venture capital-backed database information company serving the healthcare industry that is now a division of Access Intelligence. Prior to that, Russell was Vice-President of what is now a division of ALM.

Previously, Russell was Group President at North American Publishing Company, where he was responsible for development and launch of its media information and graphic arts industry databases. He has also been a staff consultant at AT&T and an editor at Thomas Publishing Company.

Russell is also the founder Morgan-Rand, Inc. a publishing and consultancy firm serving the yellow pages and specialty directory markets. Morgan-Rand produced the *Report on Directory Publishing*, a monthly newsletter, and the National Directory Conference, both of which were sold to SIMBA Information, now a unit of MarketResearch.com, and re-acquired in 2003. Russell is the author of *Directory Publishing: A Practical Guide*, which is now in its fifth edition, and *InfoCommerce: Internet Strategies for Database Publishers*.

# Innovative Business Models and Sources of Revenue in Software Services and Commerce



**Scott Levine**  
*Managing Director*

## Time Warner

Scott Levine is a Managing Director at Time Warner Investments, where he is focused on digital media investment opportunities that have a strategic fit with Time Warner's operating divisions. Scott is a board observer of Conviva, Adaptly and Gaia Online, and he actively participated in Time Warner's investment in Maker Studios. Scott was previously the SVP of Corporate Development at Sony Music, where he led M&A (including the acquisition of Gracenote), venture investments and digital strategy. Prior to Sony, he was a Vice President at General Atlantic, a growth equity firm with \$17 billion under management. Scott has also been an operator at three digital media startups, including myYearbook (social network; \$100mm sale to QPSA), Liquid Audio (online music retailer; IPO, sold to Wal-Mart) and Verance (audio watermarking). Scott is a graduate of Stanford University (Ph.D. in Electrical Engineering) and Columbia University (MBA, B.S. in Electrical Engineering).

# Innovative Business Models and Sources of Revenue in Software Services and Commerce



**Sucharita Mulpuru-Kodali**  
*Vice President & Principal Analyst*



Sucharita is a principal analyst on Forrester's eBusiness team where she focuses primarily on eCommerce, consumer behavior and trends in the online shopping space, technology developments that affect the online commerce industry and vendors that facilitate online marketing and merchandising. She is a leading authority on multichannel retail topics, has authored more than 50 research papers on the topics of online and multichannel retail, and is frequently cited in leading media outlets such as CNBC, The Wall Street Journal, Business Week and The Financial Times.

Prior to Forrester, Sucharita was the director of marketing at Saks Fifth Avenue, where she managed the customer acquisition, retention and market research efforts for the \$2 billion luxury retailer's online channel. Prior to Saks, she held management positions at Toys R Us, where she was a merchant in the Babies R Us division and a store manager in one of the company's largest toy stores, and at the Walt Disney Company, where she developed and managed marketing plans for new business initiatives including the Disney Stores, the Disney Cruise Line and Club Disney. Additionally, she was involved in the expansion of Cap Cities/ABC properties, specifically ESPN Zone, ESPN Magazine and the Go.com network. She was a member of the founding team at Babystyle, the multimillion dollar, multichannel retailer of maternity and baby products headquartered in Los Angeles. She has authored two non-fiction books and has contributed to Business Week Online.

Sucharita holds a BA in Economics from Harvard University and an MBA from the Stanford Graduate School of Business.

# Innovative Business Models and Sources of Revenue in Software Services and Commerce



**Stephanie K. Schnabel**  
*Managing Director,  
Corporate Development*



Stephanie K. Schnabel grew up in New York City. She attended Princeton University, graduating in 1987 with a degree in Economics. During three summers in college, she worked for General Electric in the Plastics and Nuclear Business Operations divisions. Upon graduation from Princeton she worked for Braxton Associates (part of the former Deloitte & Touche), initially working in Boston. She subsequently worked in London and Paris, and was part of a startup team opening an office for Braxton in Los Angeles. She attended The Wharton School at the University of Pennsylvania, where she received her MBA in Finance and Multinational Management in May 1993.

Upon graduation from Wharton, she joined a consulting firm in Boston—Corporate Decisions (now part of Mercer Management Consulting), and primarily did strategic due diligence on potential investments for a range of private equity/venture capital firms. In 1996, she joined Catterton Partners, a growth equity firm in Greenwich focused on investments in the consumer and retail spaces. Her responsibilities as a principal investor included sourcing, evaluating, and negotiating potential investments, as well as Board representation. She worked very closely with the portfolio companies, including taking on the role of Interim CEO of one of the holdings.

In April of 2001, she joined the venture capital group of Accenture (Accenture Technology Ventures—“ATV”). Subsequent to Accenture’s IPO, ATV was sold to CIBC, and Stephanie joined Accenture’s Corporate Development group. Since 2005, she has led Accenture’s Corporate Development efforts, responsible for the evaluation and execution of all potential acquisitions and divestitures for Accenture globally. Stephanie has been a member of the Accenture’s CEO Advisory Council and serves on Accenture’s Global Leadership Committee. She is involved with numerous charitable organizations, and resides in Greenwich CT with her husband and two daughters.

## Interview: Chrystia Freeland



**Chrystia Freeland**  
*Editor, Thomson Reuters Digital*



Chrystia Freeland was appointed editor of Thomson Reuters Digital in April 2011. In this role, Chrystia has editorial control of the company's consumer online, mobile and digital properties including Reuters.com and its global suite of websites, as well as the flagship NewsPro mobile news applications. In 2010, Chrystia joined the company as Reuters global editor-at-large.

Previously, Freeland served as the US managing editor of the Financial Times where she led the editorial development of the paper's US edition and of US news on FT.com. During this time, the US print edition became the single largest edition of the newspaper. She also held positions within the company, including editor of the FT's Weekend edition, editor of FT.com, UK News editor, Moscow bureau chief and Eastern Europe correspondent.

From 1999 to 2001, Chrystia served as deputy editor of The Globe and Mail, Canada's national newspaper. She began her career working as a stringer in Ukraine, writing for the Financial Times, The Washington Post and The Economist.

Chrystia authored *Sale of a Century: The Inside Story of the Second Russian Revolution*, an account of the country's journey from communism to capitalism. Her profile of Mikhail Khodorkovsky garnered Chrystia the Business Journalist of the Year Award in 2004.

Freeland sits on the advisory board of the Rotman School of Management at the University of Toronto and is a board member of the Women's Commission and the Overseas Press Club of America. She has been honored as a Young Global Leader by the World Economic Forum.

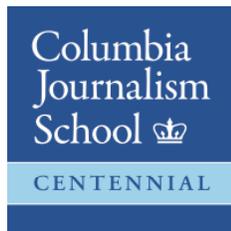
Chrystia earned a bachelor's in history and literature from Harvard University, and attended St. Antony's College at Oxford University as a Rhodes Scholar.

A Canadian citizen, Freeland currently lives in New York City with her husband and three children.

## Interview: Chrystia Freeland



**Nicholas Lemann**  
*Dean & Henry R. Luce Professor of  
Journalism*



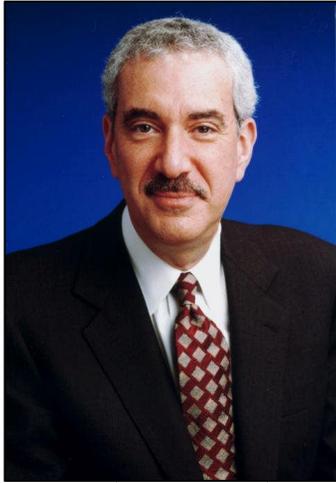
Nicholas Lemann was born, raised and educated in New Orleans. He began his journalism career as a 17-year-old writer for an alternative weekly newspaper there, the *Vieux Carre Courier*. He graduated magna cum laude from Harvard College in 1976, where he concentrated in American history and literature and was president of the *Harvard Crimson*. After graduation, he worked at the *Washington Monthly*, as an associate editor and then managing editor; at *Texas Monthly*, as an associate editor and then executive editor; at *The Washington Post*, as a member of the national staff; at *The Atlantic Monthly*, as national correspondent; and at *The New Yorker*, as staff writer and then Washington correspondent.

On September 1, 2003, he became dean of the Graduate School of Journalism at Columbia University, at the end of a process of re-examination of the school's mission conducted by a national task force convened by the university's president, Lee C. Bollinger. During Lemann's time as dean, the Journalism School has launched and completed its first capital fundraising campaign, added 20 members to its full-time faculty, built a student center, started its first new professional degree program since the 1930s, and launched significant new initiatives in investigative reporting, digital journalism, executive leadership for news organizations, and other areas.

Lemann continues to contribute to *The New Yorker* as a staff writer. He has published five books, most recently *Redemption: The Last Battle of the Civil War* (2006); *The Big Test: The Secret History of the American Meritocracy* (1999), which helped lead to a major reform of the SAT; and *The Promised Land: The Great Black Migration and How It Changed America* (1991), which won several book prizes. He has written widely for such publications as *The New York Times*, *The New York Review of Books*, *The New Republic*, and *Slate*; worked in documentary television with *Blackside, Inc.*, "FRONTLINE," the Discovery Channel, and the BBC; and lectured at many universities.

Lemann serves on the boards of directors of the Authors Guild, the National Academy of Sciences' Division of Behavioral and Social Sciences and Education, and the Academy of Political Science, and is a member of the New York Institute for the Humanities. He was named a fellow of the American Academy of Arts and Sciences in April 2010.

# The Billion Dollar Lab: a Glimpse into the Future!



**Alan Wurtzel**  
*President,  
Research & Media Development*

## NBCUniversal

Alan Wurtzel is the President of Research and Media Development for NBC Universal. He is responsible for the planning, development and analysis of all audience, program, and marketing research for the NBC Television Network, the news and information cable networks MSNBC and CNBC, and their various digital properties.

Wurtzel also leads the company's Broadcast Standards & Practices Department, which oversees program content and advertising and commercial clearance for the network. He joined NBC Universal in May 1999.

Throughout his tenure, Wurtzel has led numerous research initiatives for the company, including measuring the effectiveness of television ads viewed on a DVR, exploring the buying power of the growing AlphaBoomer population and launching the TAMi, or Total Audience Measurement Index, a compilation of data designed to measure the total exposure to any one program across multiple media platforms.

Wurtzel has also conducted extensive research around the Beijing, Vancouver and London Olympics, taking advantage of the unique scope and duration of the games to explore new methods of single source measurement and gain unprecedented insight into consumer cross-platform behavior. Additionally, Wurtzel helped spearhead the creation of the Coalition for Innovative Media Measurement (CIMM), a group of leading US television content providers, media agencies and advertisers who joined forces in 2009 to help promote research innovation and explore new ways to measure audiences across traditional and new media.

Prior to joining NBC Universal, Wurtzel spent 21 years at ABC in a variety of managerial positions, including the role of senior vice president, Media Development, Brand Management and Research. Prior to that, he served for five and a half years as senior vice president, news magazine and long form programming for ABC News.

Before joining ABC, Mr. Wurtzel taught at the University of Georgia and at Queens College, City University of New York. He authored many articles for both academic journals and consumer publications and is the author of the textbook *Television Production*.

He was named a "Media Maven" by *Advertising Age* in 2009 for his work with cross-platform measurement and was selected by *Mediaweek* as one of the "Most Influential Executives Shaping the Future of Media" in 2007.

Wurtzel holds a Ph.D in mass communications from New York University. He and his wife, Susan, and their two daughters, Joanna and Caroline, reside in New York.

# Innovation and Creativity



**Andrew Essex**  
*CEO*



Andrew Essex is Co-Founder and Chief Executive Officer of Droga5, a global advertising agency headquartered in New York. Founded in 2006, Droga5 has been named Agency of the Year three times and is the fastest-growing independent agency in America.

Before co-founding Droga5 in 2006, Essex was the founding editor-in-chief of Absolute magazine and executive editor at Details magazine. He has also held editorial posts at The New Yorker, Entertainment Weekly, Salon.com and Interview.

Since Droga5's inception, Essex has overseen the growth of the company's client base to include Prudential, Mondelez International, PUMA, Kraft Foods Group, Coke Zero, Hennessy, Newcastle Brown Ale, the Bill & Melinda Gates Foundation, Unilever, Qantas and the United Nations, among others. In addition to blue-chip clients and award-winning projects with partners including Jay-Z and Usain Bolt, the agency is well known for innovative social initiatives such as UNICEF's Tap Project and The Great Schlep for the 2008 Obama campaign, both of which won Titanium Lions at the Cannes International Festival of Creativity.

In his free time, Essex can usually be found writing (he has co-authored books with Globe.com's Stephan Paternot, former Barney's CEO Gene Pressman and acclaimed musician Nile Rodgers) or around New York with his wife and two children.

# Innovation and Creativity



**Michael Lebowitz**  
*Founder & CEO*

## **BIG SPACESHIP®**

Michael Lebowitz is Founder and CEO of Big Spaceship, an innovation agency creating connected experiences, products and platforms. Since launching Big Spaceship in 2000, he has defined the strategy and vision for Big Spaceship, while working closely with the agency's clients, including Absolut, Chobani, Crayola, FIJI Water, Finish Line, Google, Mondelez, HP, ONE, Unilever, UNREAL and YouTube.

At Big Spaceship Michael has assembled "a crack team of digital inventors," according to Fast Company's "Most Innovative Companies" list, and has led the company to be named among the Advertising Age and Crain's New York Business Best Places to Work for the past four years. Big Spaceship's multidisciplinary team structure and progressive culture have been profiled by Harvard Business School, with the case study now taught at business schools in 40 countries.

Speaking on creativity, innovation and the evolution of business, Michael speaks across the globe and has engaged audiences at AdAge and Adweek events, SXSW, Click:NY, ad:tech and OMMA, as well as at business schools including NYU Stern, Long Island University and SLU's Institute for Private Business. He frequently chairs and sits on juries for creative awards, and he has led the agency to win countless awards, including an Emmy Award nomination for the agency's work with HBO Voyeur, Cannes Lions, Clios, Webbys and One Show Interactive Pencils. Michael was also named among the 2010 Creativity 50 and the 2008 OMMA Online All-Stars.

Michael is a member of Procter & Gamble's Design Advisory Board and Google's Creative Council, and he serves as Chairman of the IAB Agency Advisory Board. Michael is also a founder and an inaugural board member of the Society of Digital Agencies (SoDA).

Prior to starting Big Spaceship, Michael spent three years at Thoughtbubble in New York. He currently resides in Brooklyn, New York, with his wife Stacie and two sons, Isaac and Oliver.

# Innovation and Creativity



**Sree Sreenivasan**  
*Chief Digital Officer*



Sree Sreenivasan is Columbia University's first Chief Digital Officer and a member of the faculty of Columbia Journalism School, where he teaches social and digital media. He has been on the faculty for 20 years, since he graduated from the MS program. He writes the SreeTips blog for CNET and appears regularly on CBS and elsewhere to talk tech. For more than eight years, he served as technology reporter for WABC-TV and WNBC-TV in NYC. In 2010, a Manhattan-news site he helped create, DNAinfo.com, was named one of the six hottest news startups by BusinessInsider (and is filled with Columbia grads). He was named one of AdAge's 25 media people to follow on Twitter; and one of Poynter's 35 most influential people in social media.

## Innovation and Creativity



**David Zilberman**  
*Venture Capital Partner*



Dave joined Comcast Ventures in 2006 and is responsible for identifying, executing and managing new investments while supporting existing portfolio companies. His investment focus is on enterprise IT and digital media. Prior to joining Comcast Ventures, Dave was a business development manager at Flarion Technologies, where he played a pivotal role in the company's fundraising activities and ultimate acquisition by Qualcomm.

Prior to Flarion, Dave was a communications and media investment banking analyst and asset management associate at Lehman Brothers. He holds a B.S. in Management with a concentration in Finance from Binghamton University.

# Matterhorn Transactions – Bringing Transparency to Transaction Agreements



Donald R. Carlson  
CEO



Don Carlson is the CEO of Matterhorn Transactions. Matterhorn is the leading database for in-depth analysis of public merger agreements in the market today. As a cloud resource, Matterhorn sets the standard for easy, searchable, highly organized data on merger transactions. Built at the behest of a global investment bank with the advice of top-tier law firms, Matterhorn parses merger agreement data into 900+ searchable fields, layering analysis and statistics on top of the raw data.

Most relevant to his work with Matterhorn, Don is the founding partner of an entrepreneurial law firm ([The Forefront Law Group](#)); the chief knowledge officer for the investment banking division of Goldman Sachs (where he oversaw the groups that now use the Matterhorn merger database); and the chief of staff for the Office of the General Counsel at Goldman Sachs & Co.

Don has held several executive positions at growth companies, including CEO of Business Intelligence Advisors and head of the financial institutions division at Axiom Legal.

Prior to his work on Wall Street, Don headed business development for the Corporate Executive Board (Nasdaq: EXBD) during the period leading up to its initial public offering in 1999. At various chapters in his life, he has also been a trial lawyer with a diverse financial services practice at Williams & Connolly in Washington, a professor of economics and political philosophy at Williams College, and chief counsel for a Congressman.

Don earned a B.A. in Political Economy from Williams College and a J.D. from Harvard Law School (*both magna cum laude*). He clerked for the US Court of Appeals for the First Circuit.

Don is married to Susan (Legg) Carlson, a native of Montreal with a masters in Montessori education. They live in Old Greenwich, Connecticut, with their three children, Katie (15), Jake (13), and Ella Hope (10).

# Matterhorn Transactions – Bringing Transparency to Transaction Agreements



**Suzanne Petren-Moritz**  
*Vice President & Managing Director*



Suzanne is the VP & MD of Lexis Practice Advisor in the Research and Litigation Solutions business. Lexis Practice Advisor is a new product and business opportunity which Suzanne's team is building targeted at the needs of Business and Corporate Lawyers.

Prior to her current position, Suzanne has held a variety of strategy and operating roles in her 7+ years at LexisNexis. She has served as SVP, Strategic Projects, working on key cross business unit projects under the LNG CFO; as SVP, Global Solutions Architecture providing the business strategy and priorities for a complete upgrade and modernization of the content and product infrastructure; as VP of Strategy and Operations for US Legal Markets responsible for strategy projects and for identifying and pursuing opportunities to improve operational effectiveness; as VP of Client Development Solutions Operations; VP of Marketing Strategy and Operations; VP of US Large Law Markets; and Director of LexisNexis Group Strategy and Business Development.

Prior to joining LexisNexis, Suzanne spent three years with Bain & Company in their New York and London offices. Her work at Bain included private equity, consumer products and pharmaceutical cases. Prior to Bain, Suzanne worked in magazine publishing for Brant Publications.

Suzanne is a graduate of Harvard Business School (MBA) and Harvard and Radcliffe College (Bachelor's degree in Fine Arts and Philosophy).

In her spare time she enjoys travel, food, history, art, and spending time with her family.

## Keynote Conversation: The Future of Publishing and Education



**Andrew S. Rosen**  
*Chairman & CEO*



Andrew S. Rosen is Chairman and Chief Executive Officer of Kaplan, Inc., among the largest, most diverse global education organizations and the largest subsidiary of The Washington Post Company.

Throughout his career, Rosen has helped pioneer much of Kaplan's innovation and growth, with a focus on student success and outcomes. These include the founding of Concord Law School, the first fully online law school in the U.S.; the development of Kaplan University; and the creation of new blended online and classroom-based learning opportunities for both working adults and test preparation students.

Rosen's book *Change.edu: Rebooting for the new talent economy* details the history of American higher education and describes how to restore its pre-eminence by focusing on the goals of learning outcomes, access, affordability, and accountability. The book earned positive reviews in *The Wall Street Journal*, *The Washington Post*, *Forbes*, *Fortune*, and elsewhere. Bill Gates called it "truly important" for the debate about improving higher education; Joel Klein called it a "must-read book."

Rosen joined Kaplan in 1992, and was named Chairman and CEO in November 2008. Before Kaplan, he was an attorney at *The Washington Post* and associate counsel at *Newsweek*. Rosen holds an A.B. degree from Duke University and a J.D. from Yale Law School.

## Keynote Conversation: The Future of Publishing and Education



**Richard Sarnoff**  
*Senior Adviser*



Richard Sarnoff is a Senior Adviser for KKR, a leading private equity firm, and was until recently Co-Chairman of Bertelsmann, Inc., the US holding company of Bertelsmann AG, and also President of Bertelsmann Digital Media Investments (BDMI) its digital investing arm with offices in the US, Germany, and China. With revenues in excess of \$20 billion, Bertelsmann is one of the world's foremost private companies, with holdings such as RTL in television, Random House in publishing, Arvato in media services, and Gruner and Jahr in magazines.

As Co-Chairman of Bertelsmann Inc., Mr. Sarnoff played a key role in Bertelsmann AG's operating, strategic and corporate development activities in the US, with more than \$2.5 billion in businesses including Random House, Fremantel Media, and Arvato Media Services, as well as corporate development activities in Asia. As President of BDMI, Mr. Sarnoff oversaw the company's global investment activities in digital media, with portfolio companies including Mojiva, BuyVIP, Vindicia, Audible, Trion, DealUnited, Alatest, and RoyaltyShare. He also served, from 2007 to 2009, as then Chairman of the Association of American Publishers, and led the publishers' lawsuit and groundbreaking settlement with Google over its unauthorized scanning, copying of books in libraries. He was named the publishing industry's Person of the Year by Publishers Weekly magazine in 2009.

A longstanding senior executive in Bertelsmann's US book publishing operations, Mr. Sarnoff held various operating roles in divisional management from Bantam Doubleday Dell beginning in 1987, with operational responsibility for marketing, sales, and IT departments, and with audiobook, magazine, illustrated book, technical book divisions reporting to him during the 1990's. After being appointed Chief Financial Officer in 1996, Mr. Sarnoff was an architect of the company's acquisition of Random House in 1998, and he subsequently served as EVP and CFO of the combined company. In the ensuing years, Mr. Sarnoff was responsible for Random House's New Media and Corporate Development activities, and he created and oversaw Random House Ventures. In 2002, Mr. Sarnoff became the first US executive to serve on the Supervisory Board of Bertelsmann AG, and was elected to serve a second term in 2005. In recent years, Mr. Sarnoff established and led Bertelsmann's digital media investing arm, BDMI, with offices in the US, Europe, and Asia, built an active portfolio of more than fifteen companies. He was named Co-Chairman of Bertelsmann's US holding company, Bertelsmann Inc., in 2008.

Mr. Sarnoff holds a BA, *summa cum laude*, from Princeton University and an MBA from Harvard University. He serves on the Board of Directors of Activision Blizzard, Inc., Amdocs, Inc., and BMG Music, as well as not-for-profit organizations including the Center for Communications, Princeton University Press, and the Bronx Lab School.

# The Key Drivers of Education Transactions



**Bethlam Forsa**  
*Former Executive Vice President,  
Global Product & Content Development*



Most recently, Bethlam Forsa was the Executive Vice President of Product Development and Publishing Operations for Houghton Mifflin Harcourt. In this role, she was responsible for developing all educational products including editorial, creative and instruction design, digital curriculum, platform technology and the selection of authors. Prior to this role, Bethlam Forsa served as the SVP of Publishing for the School Division.

Before joining Houghton Mifflin Harcourt, Ms. Forsa was a Partner at Accenture, a leading international management consulting firm. Specifically, she served as the global lead Partner for Accenture's Publishing and Media Industry client portfolio, part of the Media & Entertainment vertical. In that role, she was responsible for advising Publishing and Media clients on strategy and transformational initiatives. She also spearheaded the firm's point-of-view around key issues facing the Publishing (Trade, Education, Legal, Scientific) and Media industry such as changes in consumer behavior, the impact of technology on the industry and the need for digital transformation, the emerging new business models and the need to effectively leverage offshore capabilities. During her 12 years with Accenture, Ms. Forsa worked with major Media clients in North America and Europe, led broad-based transformational programs that have dramatically improved sales, financial performance, and market capitalization for publishing companies around the world. Her functional areas of expertise include digital strategy, technology and transformation, editorial and production optimization and supply chain effectiveness.

Bethlam holds an MBA and a BS from Cornell University. She is fluent in both French and Italian.

# The Key Drivers of Education Transactions



**Rik Kranenburg**  
*Industry Partner - Education*



Rik Kranenburg is an active investor in and business advisor to companies operating in education technology with a focus on e content platforms, adaptive learning services and on-line courseware development. He joined DeSilva + Phillips as an Industry Partner in 2012 after a 30-year career at McGraw-Hill.

Rik served as the Group President for Higher Education, Professional and International Publishing at McGraw-Hill Education from 2005 to 2010. There he spearheaded the transformation of the traditional book publishing operation toward a global licensing and services business focused on learning outcomes. He championed the development of new user-focused digital product platforms (notably Access, Connect, Create), new instructional technologies in adaptive learning (Learn Smart) and lecture capture (Tegrity) and new software licensing business models. International operations spanned 7 major publishing hubs and extensive partnership and distribution arrangements.

From 1999 to 2005, Rik served as Executive Vice President of Investment Services at Standard & Poor's. He led a wholesale transformation of the company's data and research business, leading the acquisition of Capital IQ and the global expansion of the S&P index business. He also led the successful divestiture of many non-core properties including Comstock and Data Resources Inc.

Over the 1990's, Rik led the international business at Standard & Poor's Ratings. Organic expansion, acquisitions and partnerships contributed to a tenfold increase in the company's international revenue over the decade.

Rik led the opening of Standard & Poor's first international office in London in the 1980 's to introduce independent credit rating services to European financial markets. He started at Standard & Poor's as a sovereign credit analyst.

Rik holds an MPA from the Woodrow Wilson School at Princeton University and dual BA degrees in Economics and Political Science from UC Berkeley.

# The Key Drivers of Education Transactions



**Vineet Madan**  
*Senior Vice President,  
Strategy & Corporate Development*



Vineet Madan is senior vice president and global head of strategy & corporate development for McGraw-Hill Education. He joined McGraw-Hill Education's senior leadership team in 2006 and has led many aspects of the company's digital transformation from assembling the original product strategy and roadmap for its award-winning Acuity K-12 formative assessment platform, building an institutional sales and marketing capability in its higher education business and spearheading the acquisitions of both Tegrity and Key Curriculum and equity investments in Inkling, CourseSmart and HotChalk. In late 2011 he was asked by McGraw-Hill Chairman, President & CEO Terry McGraw to drive the separation and spinoff or sale of McGraw-Hill Education, culminating in one of the largest education deals of 2012 with the announced sale of the business to Apollo Global Management for \$2.5 billion.

A co-author of the US Digital Textbook Playbook, Mr. Madan is a recognized thought leader on the digital transformation of education and is frequently quoted by print, broadcast and online media. He has spoken to audiences about the digitization of education at a broad range of venues from the International Consumer Electronics Show (CES), GigaOm Mobilize, Digital Hollywood, the National Principals Leadership Institute and a number of Software Information Industry Association events where he also serves on the Board of the Education division.

Prior to joining McGraw-Hill, he was with the global management consulting firm of Booz Allen Hamilton (now Booz & Co) and part of the leadership team for the firm's health services practice. Earlier in his career he served in a variety of operating roles at J.P. Morgan Chase spanning product development, marketing, credit risk and information systems management. He holds a MBA, with Honors, in Finance & Economics and a BS in Mechanical Engineering – both from Columbia University. He has also completed the High Potentials Leadership Program at Harvard Business School.

# The Key Drivers of Education Transactions



Diana Rhotan  
*Chief Strategy Officer*

Amplify.

Diana Rhoten is the CSO for Amplify, where she is responsible for internal planning, external communications and partnership development. Previously, Diana cofounded and codirected StartI, which was dedicated to advising and accelerating for-profit start-ups in the digital learning and education technology markets. Prior to that, she served as faculty at the Stanford University School of Education, program director in the NSF Office of Cyberinfrastructure and policy analyst to Governor Weld. She has published extensively on topics related to the sociology of education and innovation. Diana has a PhD and MA from Stanford, an MEd from Harvard, and a BA from Brown. She is both a Fulbright Scholar and a Sigma Xi Distinguished Lecturer.

## Work Market



**Jeffrey S. Wald**  
*Founder & COO*

**workmarket**

Mr. Jeffrey S. Wald is the Chief Operating Officer and Chief Financial Officer of Work Market, Inc., a web-based platform for managing variable labor resources he co-founded in August 2010. From May 2008 until August 2010, Mr. Wald served as a Managing Director with Barington Capital Group, an activist hedge fund. From March 2007 through May 2008, Mr. Wald was the Chief Operating Officer and Chief Financial Officer of Spinback, Inc., an internet commerce company he cofounded, which was sold to Buddy Media Corporation. From January 2003 to March 2007, he was a Vice President at The GlenRock Group, an Israeli early-stage investment firm. Earlier in his career, Mr. Wald held positions in the mergers and acquisitions department at J. P. Morgan Chase & Co. Mr. Wald is a director of ModusLink Global Solutions, Inc. (NASDAQ: MLNK) the global leader in outsourced supply chain logistics, Costar Technologies (OTS: CSTI) a digital imaging company, and is a former director of Peerless Systems Corporation (NASDAQ: PRLS) a software licensing company and Register.com L.P., a private company which specializes in domain registration, website and business web hosting.

# How Major Publishers are Transforming Their Businesses



Jack Griffin  
CEO



Jack Griffin co-founded Empirical Media in 2011 and serves as its CEO. Jack is a veteran media industry executive who has overseen some of the most-respected and well-known content companies and brands in the world. Jack serves as a Director of and Senior Advisor to the Newsweek Daily Beast Company, a unit of IAC Interactive. He is also on the Business Advisory Board of Propublica, the investigative news organization. He also serves as Senior Advisor in the Global Media Practice at AlixPartners LLP, the worldwide management-consulting firm.

Until February 2011, Jack was CEO of Time Inc. as well as the Chairman of MPA, the trade association for the consumer magazine industry, where he had been on the board for seven years. Jack has also served as Chairman of the American Advertising Federation and as a Director of the Interactive Advertising Bureau and the Audit Bureau of Circulations. He was a Founding Director of Next Issue Media, a groundbreaking digital newsstand formed by a consortium of five leading publishers.

Before joining Time Inc. in 2010, Jack spent a dozen years at Meredith Corporation. As President of its National Media Group since 2004, Jack led the successful transformation of Meredith into a digitally enabled, diversified media and marketing company. From its print roots, Meredith became a major provider of marketing services through Meredith Integrated Marketing, of which Jack was the founding General Manager in 1996.

In between his two stints at Meredith, Jack worked at the Parade Division of Advance Publications (1999-2003), where he was President and Publisher of Parade Magazine. Prior to that, at Meredith, he was Vice President of Marketing for the Meredith Television Broadcasting Group. Jack started his career as a reporter and editor for a family-owned trade newspaper publisher. He also spent five years at the Magazine Group of The New York Times Company before joining Meredith in 1994.

Jack graduated from the Yale School of Management and Boston College. He is currently a Director of the Yale Center for Customer Insights.

# How Major Publishers are Transforming Their Businesses



Ed Kelly  
*President & CEO*

## AMERICAN EXPRESS publishing

Ed Kelly is president and chief executive officer of American Express Publishing Corporation, the authoritative content company that produces the *Travel + Leisure*, *Food & Wine*, *Departures*, *Executive Travel* and *Black Ink* brands in addition to print and digital products and services in the affluent lifestyle space. Ed joined the company in 1989 and was appointed to his current role in 2000.

Under Ed's leadership, American Express Publishing has expanded its portfolio of luxury lifestyle properties beyond its core offerings to feature an array of digital products, a strengthened consumer marketing operation, and an expanded consumer insights practice. Against the backdrop of revolutionary change in the media landscape, Ed has championed the debut of the company's iPad, Nook Color and Kindle Fire editions, various mobile apps, e-commerce, and a growing presence on social media platforms. At the same time, Ed has overseen the audience growth of its magazines, as well as its expansion in its book publishing, membership club businesses and retail partnerships, in addition to its international magazine network. American Express Publishing currently publishes 24 editions in over 70 countries.

Before he assumed his current role in 2000, Ed was senior vice president and group publisher of the *Travel + Leisure* group, and served as publisher of each of the company's magazines. He joined *Travel + Leisure* in 1989 as regional advertising director and later was named associate publisher, prior to becoming publisher of *Departures* in 1992. Ed was named publisher of *Food & Wine* in 1994, and of *Travel + Leisure* in 1995. He began his career at *People* magazine in marketing services and spent seven years at *Field & Stream* in various sales and management positions.

Ed currently serves on the boards of the Advertising Club of New York, MPA – the Association of Magazine Media, and Kips Bay Boys & Girls Club. He is also the co-founder and president of the Kelly Gang, Inc., a charitable organization created in 2004 by a group of media types with the surname Kelly that has raised nearly \$500,000 for worthy causes.

Ed has been an American Express Cardmember since 1983.

# How Major Publishers are Transforming Their Businesses



David Kieselstein  
CEO



David Kieselstein is chief executive officer of Penton, the largest privately held business information services company in North America.

For millions of business owners and decision-makers, Penton makes the difference every day. The company *engages* its 6 million professional users with actionable ideas and insights, data and workflow tools, community and networking, all with deep relevance to their specific industries. Then it *activates* this engagement by connecting users with tens of thousands of targeted providers of products and services to help drive business growth.

Since joining the company in early 2012 Kieselstein has accelerated Penton's digital business growth, concentrating on the development of core centers of excellence such as marketing, content integration and advanced analytics. He has also focused on expanding Penton's presence in growth sectors such as agriculture, as evidenced by the acquisition of the Farm Progress Company in November 2012.

Prior to joining Penton, from 2008 to 2011 Kieselstein served as chief executive officer North America of TNS (a division of WPP), the world's largest custom research firm. There he embarked on a full transformation of the company's operations, which resulted in a significant improvement in profitability worldwide. He also drove an increase in employee satisfaction to the highest level of all TNS regions.

From 2006 to 2008 Kieselstein led Dun & Bradstreet's Small Business Division, where he integrated three distinct operations into a single, customer-centric business unit, and launched several new product suites that accelerated overall performance. He also served as a member of the company's Global Leadership Board.

Kieselstein spent the majority of his career (1988-2005) at Time Warner where he served in key leadership roles, including chief executive of the Parenting Media Group, and president and chief executive of the Personal Finance Media Group.

Kieselstein holds an MBA from Northwestern University's Kellogg Graduate School of Management, where he has served on the Executive Committee of the Alumni Board, as well as a BA in Economics from Binghamton University.

He sits on the Board of Directors of Penton and American Business Media.

# How Major Publishers are Transforming Their Businesses



**Geoff Wilmot**  
*CEO*



Geoff Wilmot is CEO of the listed company, Centaur Media plc, one of the UK's leading business information and media groups. He was formerly CFO of the group. Prior to that, he held senior financial management roles in a range of industry sectors with Thomson Reuters plc, Scruttons plc, Dexion Group plc and Morgan Crucible plc. He is married with 2 children and is a governor of Queen's Gate School in Kensington, London and a trustee of international educational support charity OCTeam.

## **Centaur Profile**

Centaur Media is an integrated business information and media group, providing business information, events and content-based marketing solutions to a range of professional and commercial market sectors. Our vision is for Centaur to be one of the UK's most innovative international business media groups, with market leading information and media brands across serving high value markets. Our portfolio of major brands include Econsultancy, Perfect Information, Money Marketing, The Lawyer, Marketing Week and many more.

## Thuzio – Creating Unforgettable Experiences with Professional Athletes



**Tiki Barber**  
*CO-Founder & Chairman*



Tiki was a three time Pro Bowl running back during his ten-year career with the New York Giants. He's also been an author, TV analyst, businessman and corporate spokesman. Tiki is currently a co-host of a national CBS Radio morning show. Previously, Tiki was a correspondent for NBC News and Sports, Sirius Satellite radio host, author of nine children's books, and a director at First Global Xpress, an international shipping company. He is a graduate of the University of Virginia with a concentration in Management Information Systems.

# Thuzio – Creating Unforgettable Experiences with Professional Athletes



**Mark Gerson**  
*CO-Founder & Chairman*



Mark is the co-founder and Chairman of Gerson Lehrman Group (GLG). GLG is the largest expert network company in the world, connecting corporations, professional services firms and institutional investors with experts globally and across all types of industries. Mark is also the co-founder and Chairman of Axial Market, Brightwire and Matterhorn data. He is a summa cum laude graduate of Williams College with a JD from Yale Law School.

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Jack Noble  
Vice President



Lillian Liu  
Vice President



Brendan Neff  
Associate



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DEALMAKERS SUMMIT

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THE WALL STREET JOURNAL

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SVP, DIGITAL MEDIA  
BBC WORLDWIDE AMERICA

ANUP BAGARIA  
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CO-FOUNDER & CHAIRMAN  
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DIRECTOR, CORPORATE DEVELOPMENT  
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BARRY BEALER  
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RSI CONTENT SOLUTIONS

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PRESIDENT & CEO  
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DIRECTOR, BUSINESS DEVELOPMENT  
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EXECUTIVE-IN-RESIDENCE  
BAIN CAPITAL VENTURES

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Fairchild Fashion Media  
a unit of Condé Nast

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**fb**

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April 2012

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