

# 18<sup>th</sup> ANNUAL MEDIA & TECH CONFERENCE

The Convergence of Content, Data & Technology

May 2, 2022

The Pierce, NYC



## SPEAKER BIOS (IN ORDER OF SEGMENT)

### THE CHANGING NATURE OF TV VIEWING AND RELATED OPPORTUNITIES

#### John Rose, Managing Director & Senior Partner | Boston Consulting Group



John Rose is a Senior Partner and Managing Director in the New York office of The Boston Consulting Group. He is the former leader of BCG's global media practice, Co-Founder of BCG's US Private Equity practice, and a BCG Fellow focused on data privacy and digital identity. Mr. Rose joined BCG from EMI PLC, where he was Group EVP, responsible for strategy and corporate development, digital distribution, global operations, and government affairs. Prior to EMI, he spent 20 years at McKinsey & Co., as a Senior Partner, where he led the global media practice and was deeply involved in serving tech, telecom, and private equity clients. Mr. Rose's consulting work includes a multi-year effort for World Economic Forum on big data; transformation of a leading newspaper and

broadcasting company; growth strategy for a leading cable Multiple System Operator (MSO); multi-screen content strategy for a US telecommunications company; digital strategy for a leading cable network; acquisition of a major TV station group; ad sales effectiveness efforts and cost restructuring for newspaper, broadcasting, and magazine companies; incubation of new social/interactive TV studio; growth strategy for a leading web and mobile content services company; and incubation and build of a leading sports Internet portal. In addition, he has spent a material portion of time over the last two years, helping NY State respond to Covid.

Mr. Rose holds his BA in Mathematics, summa cum laude, from Wesleyan University, where he was awarded the Graham Prize for Natural Science. He earned his master's degree in Public and Private Management from Yale University. Outside of work, he serves on the Boards of New York Public Radio and the Citizen's Budget Commission, is Vice Chairman of VCC – a disruptive enabling tech, TV managed service business. He also served on the Board of ISOS, a media focused SPAC from its founding through the dissolution of the Board as part of its successful de-spac process.

#### David Kenny, Chief Executive Officer | Nielsen



David Kenny joined Nielsen as Chief Executive Officer in 2018. He has spent his career in data science and artificial intelligence, focused on the marketing and media industries. David has a proven track record of implementing growth strategies, overseeing strategic transactions and creating value for stakeholders. He has a deep and holistic understanding of media and advertisers and how best to serve them.

David previously served as Senior Vice President of Cognitive Solutions at IBM where he oversaw IBM's artificial intelligence initiatives, using machine learning to support enterprise customers across a large number of verticals.

Prior to that, he was Chairman and Chief Executive of The Weather Company.

Currently, David serves on the Board of Directors for Best Buy and Teach for America. He is also on the advisory board of ANA's Alliance for Inclusive and Multicultural Marketing. David received his bachelor's degree in industrial administration from the GM Institute (now Kettering University) and holds an MBA from Harvard Business School.

## HOW CORPORATES COMPETE WITH PRIVATE EQUITY

### Sean Alford, Senior Vice President, Corporate Development | Ziff Davis



Sean Alford is Senior Vice President of Corporate Development at Ziff Davis (Nasdaq: ZD). In this role, he is responsible for origination, analysis and execution of mergers and acquisitions, investments and strategic transactions across the Ziff Davis portfolio. Prior to taking on his current role, Sean led corporate development for J2 Global and J2 Digital Media.

Sean has been recognized in the “Next Wave of Leaders” by Multichannel News for his leadership in media and telecom. He started his career as an attorney at the law firm Proskauer Rose in New York City, where he was a member of the firm’s Sports Group and TMT practice. He has also worked at Comcast’s NBC Sports Group. Sean holds law and business degrees from the University of North Carolina.

Ziff Davis is an owner, operator and acquirer of digital media and internet businesses. Today, the firm invests and operates across six primary verticals: (1) Technology, (2) Shopping, (3) Entertainment, (4) Health & Wellness, (5) Cybersecurity and (6) Marketing Technology. Its leading brands and businesses across these verticals include Everyday Health Group, RetailMeNot, Mashable, IGN, Humble Bundle, Spiceworks, Ookla, Vipre Group, Moz Group and many others. Since 2019, Ziff Davis has deployed more than \$2.7 billion of capital on more than 70 acquisitions.

### Murphy Clark, Chief Financial Officer | Red Ventures Health



Murphy Clark currently serves as Red Ventures Health’s Chief Financial Officer, a position he has held since August 2021. He served as Executive Vice President of Corporate Strategy, M&A and Financial Planning & Analysis at Red Ventures from 2018 to 2021.

Prior to joining Red Ventures, he held several leadership positions at Wells Fargo Securities LLC investment bank including helping to run the firm’s middle market financial sponsor coverage and M&A / Equity Private Placements efforts. Prior to joining Wells Fargo Securities LLC in 2005, Murphy spent nearly a decade in private equity focused on growth equity and late stage venture capital investments with TL Ventures, Kitty Hawk Capital and GE Capital. He began his investment banking career with Smith Barney’s West Coast Technology group. Mr. Clark holds a BA from Stanford University and an MBA from the Wharton School of Business at the University of Pennsylvania.

## **Cameron Drinkwater, Chief Financial Officer | S&P Dow Jones Indices**



Cameron Drinkwater is Chief Financial Officer for S&P Dow Jones Indices (S&P DJI), where she oversees global financial operations, corporate development and strategy for the division.

Prior to joining S&P DJI as CFO, Cameron was Head of Corporate Strategy for S&P Global, the parent company of S&P Global Ratings, S&P Dow Jones Indices, S&P Global Market Intelligence, and S&P Global Commodity Insights, S&P Global Mobility and S&P Global Engineering Solutions. In this role, Cameron led the Integration Management Office (IMO) for S&P Global's merger with IHS Markit. Before taking on the IMO role, she led the development of S&P Global's enterprise-wide strategy and strategic growth initiatives. Cameron joined S&P Global in 2019 as Head of Strategy & M&A for S&P Global Market Intelligence. Prior to joining S&P Global, Cameron held leadership roles in several B2B information services companies, including DMGT plc, Thomson Reuters, and Genscape. Cameron started her career in mergers and acquisitions investment banking at Greenhill. Cameron holds a Bachelor of Arts in International Studies and Political Science from Yale University.

## **Jesper Meyer, Managing Director, Corporate Development | Accenture**



Jesper Meyer is a Managing Director, Corporate Development at Accenture (NYSE: ACN). In this role he is responsible for origination, valuation and negotiation, due diligence and overall deal execution for acquisitions, strategic investments, and Joint Ventures, primarily for the Accenture Song (formerly Accenture Interactive) and the Financial Services business groups of Accenture. Prior to this role, Jesper founded and led Accenture's internal M&A finance function handling valuations, business cases and financial due diligence.

Prior to joining Accenture in 2002, Jesper spent a decade with PwC in Europe and in the US focused primarily on transaction support for clients, advising on cross border transactions. Jesper holds a bachelor's and a master's degree from Copenhagen Business School and is a State Authorized Public Accountant (Denmark).

## **SERVING THE NEEDS OF MARKETERS IN AN ALWAYS ON WORLD**

### **Jennifer Drury, Founder & CEO | BrandLab360**



Jennifer is CEO and Co-Founder of BrandLab360 one of the earliest adopters of Metaverse style technology, elevating consumer experience with the use of virtual reality and gamification. With a passion for applying technology to streamline and enhance existing business models she is an industry expert that recognises the impact of using virtual technologies to recreate the simple art of human connection, taking businesses on a journey from E-commerce to V-commerce.

## Rosemarie Ryan, Co-Founder & CEO | co:collective



As a renowned leader of change and one of the premier brand strategists in the world, Rosemarie has built compelling consumer propositions and successful businesses for over 20 years.

In 2010, Rosemarie and her partners launched co:collective, a strategy and creative consultancy, designed to help purpose-led businesses have a net positive impact. co:collective has been engaged by Google, YouTube, LinkedIn, Under Armour, IBM, MetLife, Netflix, Goldman Sachs, Infiniti, Pearson and the ACLU among others to develop purpose driven strategy, iconic experiences and drive internal organizational change.

Prior to co:collective, Rosemarie was recognized as one of the preeminent advertising executives in the world. She famously led JWT, the 125-year-old advertising agency, into the 21st century. Along with Ty Montague, she restructured the workplace, teams, and creative product, doubling agency profitability. Rosemarie began her career in account planning and was among the first wave of Brits to import the discipline to the United States at Chiat Day. As president of K&B, she grew it from a 30-person boutique to a 400-person, award-winning agency. She was named as one of the '100 most Influential Women in Advertising, by Advertising Age.

## Beth Sidhu, Chief Brand & Communications Officer | Stagwell



Beth Lester Sidhu leads all brand and communications effort for Stagwell Inc, the challenger holding company built to transform marketing. Stagwell is the newest top 10 global marketing services firm and brings together connecting culture-moving creativity with leading-edge technology for the world's most ambitious brands. Part of Stagwell from its inception in 2015, Beth has played roles across new business, marketing, product and technology development

Beth has focused her career at the intersection of business, news and politics. Prior to joining Stagwell, Beth was the creative mind behind POLITICO's award-winning live events division. Beth started the team, working across the editorial leadership and POLITICO's strategic partners from the Fortune 500 such as Microsoft, Starbucks, and Bank of America. During her tenure, she hosted nearly 500 successful events around the nation and developed new ways to present events digitally.

Previously, Beth held leadership roles for public relations firm Burson-Marsteller and international polling firm Penn, Schoen & Berland, where she had the opportunity to work with clients like BP, Ford Motor Company and Merck. Prior, Beth worked at CBS News, where she was a Producer in the CBS Political Unit. Beth received a master's degree in International Relations from King's College at Cambridge University and graduated summa cum laude from George Washington University's Elliott School of International Relations.



## DIGITAL TRANSFORMATION

### Greg Coleman, Executive-in-Residence | Lerer Hippeau Ventures



Greg Coleman is an Entrepreneur in Residence at Lerer Hippeau Ventures and sits on numerous boards at the intersection of technology, media and advertising including BuzzFeed Japan, LoopMe, Skimlinks, and Botify. Most recently, Greg was the President of BuzzFeed and advertising technology company Criteo. He has previously held roles as President and Chief Revenue Officer at the Huffington Post and the EVP of Global Sales at Yahoo. Greg also served as President of Platform-A at AOL from February to April of 2009 and was formerly Senior Vice President of Reader's Digest Association and President of U.S. Magazine Publishing. At CBS, Inc., he spent 10 years leading advertising efforts for Woman's Day as Vice President and National Sales

Manager. Coleman holds a BS degree in Business Administration from Georgetown University and attended the MBA program at New York University. He currently lives in West Palm Beach Florida with his wife and children and is an adjunct professor at New York University's Stern School of Business where he teaches a class on digital marketing and innovation.

### Alex Collmer, Founder & CEO | VidMob



Alex Collmer is the Founder and CEO of VidMob, the world's leading platform for data-driven human creativity. Since founding the company in 2015, Collmer has raised more than \$95M and led initiatives that earned VidMob official marketing partner badges from Facebook, Instagram, Google/YouTube, Snapchat, TikTok, Twitter, Pinterest, LinkedIn, Amazon, Reddit, Hulu and recognition by Apple as one of the Best Apps of the Year. An engineer by background, Mr. Collmer has made a career living at the intersection of technology, design, and consumer entertainment. Prior to VidMob, Collmer was co-founder and CEO of Autumn Games, a video game publisher that developed successful global franchises with partners such as Jimmie Johnson, the 7-time NASCAR champion, Def Jam, the

leading urban culture brand, as well as the award-winning fighting game franchise, Skullgirls. Collmer has an engineering degree from Cornell University and is a frequent speaker at universities and conferences on entrepreneurship and media.

### Bonnie Kintzer, President & CEO | Trusted Media Brands



Bonnie Kintzer is the President and Chief Executive Officer of TMB (Trusted Media Brands), the world's leading community-driven entertainment company powered by content that's inspired and created by its fans. Authentic to the core, TMB shines the spotlight on amazing people and moments to fuel the passions and pastimes of more than 200 million consumers worldwide.

TMB's properties include FailArmy, The Pet Collective, Taste of Home, Family Handyman, Reader's Digest, People are Awesome, Birds & Blooms and WeatherSpy. The company reaches more than 250 million social media users and delivers more than two billion minutes of monthly video viewership across

streaming TV and social media.

Kintzer has led a bold transformation of the company as part of a broader growth strategy to transform TMB into a video and digital-first company with a portfolio of brands consumers trust. Under Kintzer's leadership, the company acquired streaming and social video powerhouse Jukin Media and enjoyed impressive organic growth including the doubling of overall digital reach. Kintzer also spearheaded TMB's launching new direct-to-consumer products such as MyDiyUniversity.com Taste of Home's Cookware and Bakeware, and Family Handyman digital project plans.

Kintzer, who holds an MBA from Harvard Business School and a BA from Clark University, is Chairperson of the Reader's Digest Foundation. She serves as a member of the Board of Directors for Thryv (Nasdaq: THRY) and SilverSpac (Nasdaq:SLVRU).

### **Adrien Menard, Co-Founder & CEO | Botify**



Adrien Menard is CEO and Co-Founder of Botify, an end-to-end SEO management solution for enterprises. Before founding Botify in 2012 in Paris, Adrien was Head of Sales at iProspect France, where he became convinced there was a better way to optimize for organic search. Under his leadership, Botify has grown to nearly 300 employees, secured over \$82M in VC funding, and incorporated in six countries to serve 500+ leading global companies. In 2022, it was named one of the La French Tech Next 120, a distinction conferred by the French government on scale-ups poised to become world-class technology leaders. Adrien lives with his family in New York City, where he spends his weekends being bad at soccer with a bunch of French guys who think they're still in their twenties.

## **PERSPECTIVES FROM THE M&A SUPPLY CHAIN**

### **Doug Cullen, CMO & Head of Corporate Strategy | Datasite**



Doug Cullen is Chief Marketing Officer and Head of Corporate Strategy at Datasite, a leading global SaaS technology provider for M&A professionals, which empowers dealmakers around the world with the tools they need to succeed across the entire deal lifecycle.

In this role, which he has held since 2018, Doug is responsible for overseeing the strategic planning, development and execution of Datasite's marketing initiatives, including market research, pricing, product marketing, field marketing, public relations, advertising and communications in support of Datasite's sales objectives.

Doug joined Datasite in 2015 as Head of Americas Sales. Before joining Datasite, Doug held several sales and marketing leadership roles at high growth technology companies, including New York-based Ceros, Inc., a cloud-based content marketing solution provider, New York-based Stylesight Inc., and IntraLinks, an SSC company that provides virtual data rooms. Doug holds a BA in Biology and Society from Cornell University.

## Patrick Donoghue, Partner, Transaction Advisory Services | BDO



Patrick Donoghue has more than 30 years of experience as an advisor to Private Equity Funds, S&P 500 & Middle Market Companies, leading Financial Institutions, and law firms. He has extensive experience in providing investment and financing transaction support that are critical to an organization's investment decisions. By understanding a company's thesis, Mr. Donoghue provides the hands-on, value-added advice clients need with growth, distressed, and special situation investment opportunities. He has helped clients achieve excellent results from their complex business decisions by assembling, managing, and integrating the knowledge of various professionals into creative value-added solutions.

Mr. Donoghue has diverse industry experience including banking and capital markets, consumer and industrial products, energy and power, media and entertainment, retail, specialty finance, technology, transportation and logistics. He has a unique portfolio of functional service skills including investment due diligence, business plan reviews, market assessments, financial reporting support, capital structuring advice, valuation, merger integration, performance improvement, and restructuring support.

Prior to joining BDO, Mr. Donoghue successfully developed and led the NY Office Transaction Advisory and Valuation services practice at FTI Consulting and he was a Partner in Arthur Andersen's New York practice. In addition, Mr. Donoghue obtained his credit risk management experience with ING Capital, auditing experience with Price Waterhouse and corporate financial reporting experience with W.R. Grace.

## Theodore Koenig, Chairman & CEO | Monroe Capital



Theodore L. Koenig is the Chairman and CEO of Monroe Capital LLC. Mr. Koenig also serves as the Chairman, President and CEO of Monroe Capital Corporation (NASDAQ: MRCC), a publicly traded business development company (BDC); and as Chairman, Director and CEO of Monroe Capital Income Plus Corporation. He also serves as Chairman, CEO and a Director of MCAP Acquisition Corporation (NASDAQ: MACQU), a special purpose acquisition corporation.

In 2021, Mr. Koenig co-founded HOPE Chicago, a first-of-its-kind two-generation scholarship model serving Chicago students and their parents. He was also inducted to the SFNet Hall of Fame 2021 Lifetime Achievement Awards, for having made significant contributions to the secured finance industry throughout his career. In 2017, he was honored with the Tree of Life Award by the Jewish National Fund. In 2016, Mr. Koenig received the Leadership Achievement Award by The Global M&A. In 2014, he was inducted in the Academy of Alumni Fellows of the Kelley School of Business at Indiana University for his significant contributions to the art and science of business management. In 2013, Mr. Koenig was awarded the Stanley C. Golder Award by the Illinois Venture Capital Association. He also received the 2013 Torch of Liberty Award from the Mid-West Region of the Anti-Defamation League. Mr. Koenig was named the 2012 Middle Market Thought Leader of the Year by The Alliance of Mergers & Acquisitions Advisors (AM&AA) and Grant Thornton LLP.

Prior to founding Monroe Capital in 2004, Mr. Koenig was President and CEO of Hilco Capital LP, a junior secured/mezzanine debt fund established in 2000. Prior to that, he spent 13 years at the Chicago-based law firm of Holleb & Coff as Partner and co-chair of the firm's Corporate Law, Mergers & Acquisitions and Business Finance groups. Before joining Holleb & Coff in 1986, Mr. Koenig spent three years in the Mergers/Acquisitions and Corporate Finance practice group of Winston & Strawn where he was involved mostly in structuring and documenting buyouts, sales and financings for middle market companies.

Mr. Koenig is a graduate of the Kelley School of Business at Indiana University (BS) in accounting with high honors and Chicago-Kent College of Law (JD) with honors. He also successfully passed the Certified Public Accounting Exam. Mr. Koenig is a Director of the Commercial Finance Association, and a member of the Turnaround Management Association and the Association for Corporate Growth. Mr. Koenig also serves as a Director on the Northwestern Medical Group Board of Directors and the Northwestern Medical HealthCare Investment Committee; Board of Trustees, Illinois Institute of Technology; Dean's Advisory Council, Kelley School of Business at Indiana University; Board of Advisors, Chicago-Kent College of Law; and as Vice Chairman of the Board of Trustees of Allendale School, a non-profit residential and educational facility for emotionally troubled children.

## **WHAT HAPPENED? A BRIEF REVIEW OF RELEVANT LEGAL DEVELOPMENTS OVER THE PAST TWO (OR WAS IT TWO MILLION?) YEARS**

### **Robert Dickey, Partner | Morgan Lewis**



Robert W. Dickey advises US and non-US based companies with respect to their most important mergers, acquisitions, divestitures, and other strategic transactions. He also counsels executives, in house counsel, and boards of directors on a wide range of critical corporate matters, including fiduciary duties, corporate governance, and securities law compliance.

Rob has represented a large number of companies in the media and technology industries, most recently Penske Media Corporation in its acquisition of 50% of SXSW, The New York Times Company in its acquisition of Audm, Traxxall Technologies in its acquisition by Jet Support Services, and a global automotive OEM in its investment in an artificial intelligence driven autonomous driving software company.

Rob oversees the firm's M&A Academy, a series of tailored webinars designed to provide a comprehensive M&A overview for M&A professionals and others who deal with M&A issues. He speaks frequently on trends in the M&A legal arena and the media and technology industries.



## SECRETS TO MARKET-BEATING RETURNS IN ANY ENVIRONMENT

### Andrew Jacobson, Consulting Partner & Co-Chair OLC | Outsell



Andy is Co-Chair of the Outsell Leadership Community and consulting advisor to private companies, trade associations and investment funds, providing a variety of financial and strategy advisory services.

From 1999 to 2015, Andy was Managing Director or Managing Partner at several private equity/finance firms, including MCG Capital Corporation (a publicly traded Business Development Company), Vector Capital (a leading technology buyout fund), and Solutions Capital (a Small Business Investment Company), where he executed debt and equity transactions in media, publishing, data/analytics, content, SaaS and tech-enabled services businesses. In those roles, Andy was responsible for originating direct investments, overseeing portfolio companies, and managing exits. At MCG Capital, he oversaw the formation and operation of the firm's SBIC fund. He has been involved in over \$700 million of investments in more than 45 lower middle market portfolio companies.

Prior to 1999, Andy was an entrepreneur and executive in the publishing/information industry, serving as President/Founder of Post-Newsweek TechMedia Group, Inc. (a business/technology publishing unit of The Washington Post Company). He has worked for other information companies, such as McGraw-Hill and Pearson, PLC, as a journalist and business executive and, early in his career, founded his own start-up subscription information company, providing regulatory news and policy analysis to the telecom industry.

Andy has served on 17 private company boards as a director or observer. He also has been active in numerous trade associations, serving on the boards of the Small Business Investor Alliance, the Specialized Information Publishers Assn., the DC Technology Council and the Northern Virginia Technology Council – in each case becoming deeply involved in public policy matters.

Andy earned a BA, magna cum laude, in Public Policy Studies from Duke University.

### Hannah Stone Craven, Co-Founder & Managing Partner | Stone-Goff Partners



Hannah Stone Craven Co-Founded Stone-Goff Partners in 2010 and manages the firm with Laurens Goff. Previously, she was a Partner with Sandler Capital Management, a private equity fund focused on the media, marketing services and information industries, where she spent thirteen years sourcing, executing and managing private equity investments.

Hannah earned a BA from Stanford University and an MBA from Harvard Business School. Hannah currently serves as a board member of Carrols Restaurant Group Inc. (NASDAQ: TAST), the largest U.S. franchisee of Burger King restaurants.

## Scott Peters, Co-Founder & Managing Partner | Growth Catalyst Partners



Scott Peters is a Co-Founder and Managing Partner of GCP. Before that Scott was Co-President of JEGI CLARITY, a leading independent investment bank for the global media, marketing, technology and information services sectors, and CEO of JEGI Capital LLC, a registered broker dealer. Mr. Peters played an instrumental role in building JEGI CLARITY to one of the top middle market investment banks. JEGI CLARITY led the Bloomberg M&A league tables in its core sectors between 2012 and 2016. Mr. Peters sourced and managed 114 transactions with JEGI CLARITY and is known as an innovative, strategic and effective banker in his sectors.

Mr. Peters offers a differentiated blend of traditional investment banking and direct operating experience. Before rejoining JEGI CLARITY, he was the co-founder of AngelSociety, an information, communications and transaction company serving the early stage investing or angel investing market. Prior to his initial employment with JEGI CLARITY, Mr. Peters was with Veronis, Suhler Stevenson, where he served as Director of Research and later Director of Business Development by helping to create the deal origination platform for the investment bank and private equity fund.

Mr. Peters served as a Media & Entertainment Sector advisor to The New York City Investment Fund ("NYCIF") for over seven years. NYCIF was founded by Henry R. Kravis and is a \$100 million, New York City-based private fund with a civic mission. Mr. Peters also serves on the Advisory Board of Columbia Business School's Social Enterprise Program, the Board of Directors for Opus Agency, Beachfront Media, Trendline Interactive, CyberRisk Alliance, TrueFire Studios, Government Executive, The Stable, Equine Network, Silver Parent and Journey and is on the Advisory Board of JEGI CLARITY. Mr. Peters earned an MBA from Columbia Business School and a BBA from Babson College.

## Scott Stevens, Partner | Pamlico Capital



Scott Stevens joined Pamlico Capital in 1999 and returned in 2003 following business school. Scott's investing efforts are focused in the Services and Communications industries. Scott's current board affiliations include Aite-Novarica Group, Avant, Becker's Healthcare, CEATI, HelioCampus, Protera and Silverline. Representative prior boards include 10<sup>th</sup> Magnitude, DayNine Consulting, Lightower Fiber Networks, MACTEC, MetaMetrics, Secure-24, TMW Systems, USA Compression Partners, Wilcon Holdings and Winsight. Scott also serves on the boards of Art+, Charlotte Country Day School and The Fletcher School.

Scott received a BA from The University of North Carolina at Chapel Hill, and an MBA from The Graduate School of Business at Stanford University.

## Kylie Wright-Ford, Chief Executive Officer | The RepTrak Company



Kylie Wright-Ford is the CEO at The RepTrak Company (RepTrak), the global leader in corporate reputation data and insights. Headquartered in Boston, and private-equity backed by Catalyst Investors, RepTrak is a data-as-a-service (DaaS) company that operates in 10 countries and tracks reputation, brand and ESG performance across 60 countries.

Kylie has been the CEO since 2018 and has transformed the business model, rebranded the company, launched multiple patents, doubled the growth rate, significantly increased the company's fortune 500 client base, and built a world class team.

Over the last decade, Kylie has worked alongside 5 different private equity and venture investors and has participated in multiple liquidity events and capital restructures including during her 7 years at NY based GLG (formerly Gerson Lehrman Group). Kylie is a diversity champion and passionate culture-builder, she has worked across the globe and brings these experiences to the teams she leads. Kylie has been rated a top 50 mid-market CEO by Comparably and RepTrak was rated as a "best company for diversity" and "best company for women" in 2020.

The first 10 years of Kylie's career was spent in finance. She is the co-author of The Leadership MindSwitch, sits on the board of The Equine Network, and is a member of the Page Society and the American Australian Business Council. Kylie completed her MBA at Oxford University in 2006 and has an Honors degree in Economics from Melbourne University.

## LEVELING UP IN INTERACTIVE MEDIA – GOOD GAME, HAVE FUN

### Pim de Witte, Co-Founder & CEO | Medal.tv



Pim de Witte is an entrepreneur that has spent the majority of his career in the gaming space, and 3 years in the medical/humanitarian space. Pim started coding at 14 and has been building products and companies ever since.

Pim's first company (a game) generated ~\$1M in annual revenue when I was 18 years old and had ~3 million users. His second success (as part of Doctors without Borders) grew into a large open source project for GIS that recently won "Best Mobile Innovation supporting Emergency or Humanitarian Situations" at the Glomo awards. Most recently Pim is a Co-Founder and the CEO of Medal.tv, an application that focuses on creating memories between gamers while they're physically apart - millions of gamers capture over 2 million videos per day on Medal.

## THE CONVERGENCE OF MEDIA & WEB3

### Mike Federle, Chief Executive Officer | Forbes



Mike Federle is the Chief Executive Officer of Forbes, one of the world's most instantly recognizable brands and one of the largest media companies by audience. Under Mike's direction, Forbes continues to expand its product portfolio and its reach. Forbes, which is synonymous with "success" in almost every country around the world, engages 150 million people across every platform every month – the most in its 104-year history. Since he was appointed to CEO in December 2017, Mike has successfully completed Forbes' digital transformation efforts and led the company to four of its most successful years on record. He works closely with his management team and employees at all levels to set corporate strategy and nurture a #OneTeam culture that fosters innovation and allows the brand to quickly pivot in a rapidly changing marketplace. Today, Forbes delivers the most-diverse audiences of any business media brand – entrepreneurs, the C-suite (CMOs, CEOs, CFOs, CIOs), small-business owners and more – through a robust product portfolio that includes the industry-leading BrandVoice, Insights, ForbesWomen, LIVE and Forbes Virtual platforms, as well as highly recognizable global franchises, including Under 30, Over 50, Philanthropy, Forbes 400 and more. Under Mike's direction, the company also has undertaken an aggressive and highly successful licensing strategy that includes 47 licensed local editions in 80 countries, as well as brand extensions in education, financial services and more. Forbes has also embarked on a strategic M&A strategy that extends the brand into new areas and is differentiated in the marketplace. The combination of Mike's vision, execution and employee empowerment skills make him a widely respected thought leader on a range of subjects such as the intersection of tech and media, digital transformation/change management, corporate culture, and emerging technologies (AI, Blockchain, automation). In addition to serving as CEO, Mike serves as a Director on the Forbes Media, LLC Board of Directors. Mike previously served as the company's President and Chief Operating Officer.

Prior to joining Forbes in 2011, he was a Co-Founder, President and Chief Operating Officer of Techonomy Media Inc, a multimedia company based in New York, in which Forbes acquired an equity interest in July 2011. Techonomy was sold in 2018 to Clarim Holdings, a private holding company established by Jim McCann, Founder of 1-800-Flowers. With 30+ years' experience in the media business, he has successfully guided multiple companies through the constantly evolving industry. He has held top positions at Publisher of Fortune magazine, Group Publisher of the Time Inc. Business & Finance Network that included media properties such as Fortune, Money, Business2.0 and CNNMoney.

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