

TUCK SCHOOL OF BUSINESS AT DARTMOUTH



GLASSMEYER/McNAMEE
CENTER FOR
DIGITAL STRATEGIES

Digital Video Media and Entertainment Panel

Part of the **TECH@TUCK** series

Thursday November 7, 2002

TECH@TUCK is a Center for Digital Strategies sponsored series of half-day events for the Tuck and greater Dartmouth community that highlight digital technologies and their personal or business implications. Each event in the series features a panel comprised of executives debating topics of interest to students and faculty, as well as hands-on demonstrations of the latest associated gadgets and devices.

Glassmeyer/McNamee Center for Digital Strategies at the Tuck School of Business at Dartmouth

The Glassmeyer/McNamee Center for Digital Strategies is dedicated to advancing the theory and practice of management in the globally networked economy. It studies the impact of web-centric information technology on corporations and generates insight into the way firms take advantage of innovations in digital technology to create economic value for themselves and their partners. The center seeks to help executives understand the challenges of managing virtual value chains that leverage distributed and collaborative business structures between and within enterprises. Specific areas of focus include the challenges of implementing virtual supply chains, effectively dealing with customers in real time and the organizational leadership challenges associated with fully exploiting new technologies. The Center for Digital Strategies fosters intellectual leadership by forging a learning community of scholars and executives at the cutting edge of management practice for the digital era. For more information go to the following URL:
www.tuck.dartmouth.edu/digitalstrategies.



Alva Taylor - Moderator
Assistant Professor of Business
Tuck School at Dartmouth

Professor Taylor is currently an Assistant Professor in the Strategy Department at the Tuck School of Business at Dartmouth, where he teaches “Strategic Management of Technology Systems”. He is also the Research Director of Business Innovation for the Glassmeyer/McNamee Center for Digital Strategies. He has been at Tuck since 2000. Professor Taylor has also taught at the Kellogg School at Northwestern University, and at Stanford University. His on-going research centers on internal corporate entrepreneurship; strategic innovation in uncertain technology environments; managerial risk-taking; and resource deployment in changing industry conditions.

Prior to his career in academia, Professor Taylor was a Senior Manager in the management consulting department of KPMG Peat Marwick, and an engineer for Eastman Kodak. Professor Taylor also consults on managing change and innovation in organizations. He has consulted with companies such as Intel, Oracle, Norfolk Southern Corporation, Monsanto Corporation, and is on the Board of Advisors for Participate Systems Corporation. Professor Taylor has articles in publications such as *Administrative Science Quarterly* and *Strategic Management of Technology and Innovation*. He has his doctorate in business from Stanford University, his MBA from the Johnson School of Management at Cornell, and both his Bachelors and Masters in Engineering from Cornell.



Glenn A. Britt
Chairman & CEO
Time Warner Cable

Glenn A. Britt was named Chairman and CEO of Time Warner Cable in August 2001. Britt became President of Time Warner Cable in January 1999 and directed the Company's finance, marketing, engineering, advertising sales, human resources and new business activities, as well as one-third of cable systems operations. Britt also oversaw the efforts to begin the rollout of multiple ISPs over the Time Warner Cable system. Prior to that he was President and CEO of Time Warner Cable Ventures. In this role, he was responsible for the company's investment activities and new business ventures. He had been Executive Vice President, Time Warner Cable, since 1990 and was previously Senior Vice President and Treasurer of Time Warner Inc.

Time Warner Cable owns and manages the world's most advanced, best clustered cable television operations, with 92 percent of its customers in systems of 100,000 subscribers or more. It is a division of AOL Time Warner, Inc.

Prior to the merger between Time Inc. and Warner Communications, Britt was Vice President and Chief Financial Officer of Time Inc., a position he held since July 1988.

Britt joined Time Inc. in 1972 in the Controller's Department and rose, successively, to Vice President-Treasurer of Manhattan Cable Television, Inc. (1974), Finance Director for Time-Life Books Iran Project (1977), Vice President-Network and Studio Operations for Home Box Office, Inc. (HBO), and Director of Business Development of Time Inc.'s Video Group (1980).

Britt became Senior Vice President-Finance for American Television and Communications Corp., Time Inc.'s cable television unit, in 1981, Senior Vice President-Finance of Time Inc.'s Video Group in 1984, and Senior Vice President and Chief Financial Officer of HBO later that year. He was elected as Vice President of Time Inc. in October 1986 and Treasurer the following month. He became Vice President-Finance of Time Inc. in February 1988.

He received an A.B. in Economics from Dartmouth College, where he graduated Magna Cum Laude in 1971. A member of Phi Beta Kappa, Britt received an M.B.A. from the Amos Tuck School of Business Administration at Dartmouth in 1972.

Time Warner Cable

A pioneer in the cable industry, Time Warner Cable owns and manages the most advanced, best-clustered cable television operations in the country. Through technological innovation, a fully upgraded fiber-based network and a commitment to increasing choice and value for their customers, TWC brings the digital age into America's communities and is transforming the way Americans receive information and entertainment.



Lisa Sanders

*Executive Director of Operations
Sony Pictures Imageworks*

Lisa Sanders is Executive Director of Operations at Sony Pictures Imageworks, one of the world's largest digital facilities dedicated to the production of high-end visual effects and animation for motion pictures.

Ms. Sanders is part of the senior operating management team at Imageworks, leading projects involving business planning and operational streamlining. She also serves as an interim department head during periods of transition and restructuring at the company. Currently, she is running the facility's Editorial Department, which encompasses film and electronic editing as well as video archival functions. She was the credited facility operations executive on the digital post production process for "Stuart Little 2."

Previously, Ms. Sanders was Executive Director, Special Projects for the Digital Studios Division at Sony Pictures Entertainment. In that position, she led assessment and planning teams for proposed start-ups, business expansion initiatives and joint ventures relating to the company's digitally-enabled business units and production facilities, including joint efforts with Tokyo-based divisions of Sony Corporation.

Ms. Sanders' studio experience includes two years at The Walt Disney Company Ltd. in London as Manager of Marketing & Publicity. Her background also includes media planning and account management positions at New York advertising agencies Saatchi & Saatchi and DMB&B.

In addition to her corporate experience, Ms. Sanders worked in film production for nearly four years. She was a Location Manager and Scout on feature films and miniseries for Warner Bros., Paramount, Disney / Hollywood Pictures, Amblin / Universal, Interscope, Propaganda / Working Title and Showtime. She was a digital production manager and visual effect coordinator at Walt Disney Feature Animation during the development phase of the animated feature, "Dinosaur."

Ms. Sanders received her MBA from The Anderson School at UCLA. She received her BA from Dartmouth College in 1981.

Sony Pictures Imageworks

Imageworks has established itself as one of the premier creators of photo-real digital characters on such films as "Spider-Man," "Stuart Little," "Stuart Little 2," "Harry Potter and the Sorcerer's Stone," "Hollow Man," and "Anaconda." Imageworks also spearheaded the visual effects on "Charlie's Angels," "The Tuxedo," "Cast Away," "What Lies Beneath," "Contact," "Starship Troopers," "City of Angels," and the upcoming "I Spy." The company's work has been nominated for an Academy Award® for three consecutive years. Imageworks is now expanding its operations to include the production of computer graphics-animated feature films in conjunction with newly created Sony Pictures Animation.

Imageworks is part of Sony Pictures Digital Entertainment, which oversees the digital production and online entertainment assets of Sony Pictures Entertainment, a division of Sony Corporation of America.



Jim Sanduski

*Vice President of Marketing for the Visual Display Products Group
Digital Consumer Electronics Division
Samsung Electronics America*

James (Jim) Sanduski, Samsung's Vice President of Marketing for the Visual Display Products Group, leads the team responsible for Samsung's award-winning visual display product line. The extensive product line includes HD Projection TV, Plasma TV, LCD TV, both HD and analog direct view TV, and TVCR/TDVD product categories.

Since joining Samsung as National Marketing Manager for Video Products (VCR & Camcorders) in April 1994, Sanduski has contributed to a number of key initiatives. These include a corporate re-engineering and SAP R/3 computer system implementation task force project in 1995, launching the GXTV video game TV in 1996 and launch of the Tantus line of premium televisions in 1998.

Prior to joining Samsung, Sanduski spent five years at Sony Electronics and four years at GE in various marketing and financial positions, respectively.

Sanduski is a member of the Academy of Digital Television Pioneers, a group of 150 executives from the broadcasting, program development, CE manufacturing and retailing industries who have played a significant role in the development of HDTV.

Sanduski holds a Bachelor of Science degree in Business Administration with distinction from the University of Nebraska, and an MBA degree from Harvard Business School. In addition, Sanduski earned a Diploma of Superior Proficiency in Japanese Language and Culture from Nanzan University in Nagoya, Japan during a two-year undergraduate study-abroad program.

Samsung Electronics America, Inc. (SEA)

a wholly-owned subsidiary of Samsung Electronics Co. Ltd., EC, is comprised of the Digital Consumer Electronics Division (DCED), based in Ridgefield Park, NJ, and the Digital Information Technology Division (DITD), headquartered in Irvine, CA. The SEA organization also oversees the North American operations of Samsung Telecommunications America, Samsung Electronics Canada and Samsung Electronics Mexico.

As a subsidiary of an established leader in the worldwide electronics market, SEA is continually expanding its position within the U.S. market. Samsung's mission is to provide consumers with innovative digital convergence products that possess exceptional technology, quality, features, performance and value. Throughout the following categories, Samsung holds true to this mission by offering a broad range of award-winning products that are backed by industry-leading warranties as well as enhanced customer service and technical support programs.



Seth Skolnik

*Senior Vice President, Business Development
Paramount Digital*

Seth Skolnik is senior vice president, business development for Paramount Digital Entertainment (PDE), the studio's interactive unit. In this capacity, Mr. Skolnik directs PDE's strategy for creating opportunities by extending Paramount brands (such as "Star Trek" and "Entertainment Tonight") onto digital platforms, often in conjunction with partners, who bring complementary technologies, services, or other contributions to the ventures. "StarTrek.net powered by EarthLink," themed Internet access for fans of the series, is one such business launched in 2002.

Mr. Skolnik has been involved with Paramount's digital activities in various capacities for more than eight years. He has also served as vice president, development & e-commerce for PDE, a position in which he helped create the blueprint for the group's long-term strategy, as well as act as primary liaison to IBM's e-business unit in the development of an e-commerce co-venture. Mr. Skolnik previously served as PDE's supervising producer and producer on many early online projects, including those for the group's 1996-98 relationship with Microsoft's MSN online service. He was also a key player in the formation of PDE in May 1995, co-authoring the initial business plan. He began his association with Paramount as a Bay Area-based Internet consultant who assisted the studio in creating the first ever Web site to promote a theatrical release -- the "Star Trek Generations" site, launched in October 1994.

Mr. Skolnik has also worked as a senior consultant with Andersen Consulting and has additional experience in the radio programming and music industries. Mr. Skolnik holds an MBA from the Stanford Graduate School of Business and a BA in history from Dartmouth College, where he was elected to Phi Beta Kappa, and served in various on-air and management capacities at student-run commercial radio stations WDCR/WFRD-FM.

Paramount Digital

Paramount Digital Entertainment combines Paramount's vast creative resources with state-of-the-art technology, in cooperation with advertising, distribution, and promotional partners, to provide consumers with entertaining content and rewarding interactive experiences. PDE is headquartered in Hollywood, California, and is part of the entertainment operations of Viacom Inc.