

TECH@TUCK

Delivering Entertainment to the Digital Home

WEDNESDAY, JANUARY 18

4:40 P.M.–6:00 P.M. in Ankeny Classroom (Murdough)

This **panel of senior industry executives** will discuss trends, developments, and partnerships in the increasingly competitive home space.

Glenn Britt D'71, T'72



was named Chairman and CEO of **Time Warner Cable** in August 2001. Britt has been the driving force behind Time Warner's aggressive deployment of advanced video services, such as video-on-demand, high-definition television and digital video recorders. He has also championed the cable industry's efforts to work more closely with consumer electronics manufactures and other related groups to develop compatible standards for the deployment of future, integrated products.

Jim Sanduski, SVP of marketing for digital video and audio products group at **Samsung**, was



promoted at the end of 2005 to lead Samsung's U.S. marketing efforts in home video (DVD & camcorders) and portable/home audio (MP3 & HTiB), including Samsung's upcoming entry in Blu-Ray (HD DVD), HD camcorders and XM Satellite-enabled MP3 players. Previously, Sanduski led Samsung in attaining a #2 market share position in Digital television and a nearly five-fold revenue increase over the most recent four years.

Kevin Schofield D'88 is GM for strategy and communications at **Microsoft Research**. His



organization drives consensus on technical strategy and priorities for Microsoft's research efforts. He is also responsible for developing Microsoft Research's relationships with academia, customers, press, analysts, and Microsoft's own product groups. Schofield has worked in Microsoft Research since 1997. At Microsoft, he worked for a number of product efforts, including networking, operating systems, MSN, and multimedia authoring tools.

Russell Wolff D'89, T'94 was named managing director of **ESPN International** in June



2002. He is responsible for all of ESPN's international businesses, which include 25 networks televised outside of the United States to nearly 150 countries and territories. Wolff directly oversees all aspects of ESPN International's networks in Latin America, the Middle East, Africa, and the Pacific Rim. He also represents ESPN's interests in a variety of international joint ventures including ESPN Star Sports in Asia and ESPN Classic Sport in Europe.

Bruce Leichtman (moderator) is president of **Leichtman Research Group, Inc.** As an



industry expert, Leichtman is a frequent public speaker at conferences and events, and his insights have often appeared in the media, including *The Wall Street Journal*, *The New York Times*, *Business Week*, and CNN. He has served as Vice President of Media and Internet Strategies for the Yankee Group. Bruce has also served as Chair of the Editorial Board for the Cable & Telecommunications Marketing Association (CTAM) journal.

Sponsored by the Center for Digital Strategies