

LAUREN COLE

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SUMMARY

Senior level media executive and consultant with strong mix of operational, strategic, financial, and business development experience. Specific expertise in launching new ventures in digital and traditional media. Both U.S. and international experience.

WORK EXPERIENCE

2002-
present **COLE MEDIA**
President

www.colemedia.com
Los Angeles, CA

Founded consulting firm to help companies launch and evaluate media-related businesses. Over 180 clients to date, with multiple projects for many clients.

Develop and implement business strategies across digital and traditional media, including CTV/OTT streaming in a variety of business models (SVOD, FAST, TVOD, AVOD), television networks (basic and premium pay, broadcast, TV and film production and distribution, emerging technologies (e.g., VR/AR), for U.S. and international businesses. Project work includes:

- Business strategy.
- Business plan development.
- Operational launch assistance, including as Acting COO of company.
- Deal negotiations and business development, including partnerships, programming acquisitions, operational agreements.
- Financial forecasts, operating budgets, and analysis.
- Evaluation of new business ideas, including competitive assessments.
- Due diligence.
- Expert witness.

Sample clients:

- Digital Media & Streaming- Netflix, WNET, AARP, Yahoo!, Hasbro, Loop Media, Gracenote, SK Planet, Tribune Digital, Myxer, Freestyle Digital Media, Electus, Qatar Foundation, Verizon Wireless, PBS Distribution, TV Guide, Qualcomm's FLO TV service, Feel Rich, Withoutabox (acquired by Amazon), ABC, Live Earth, Control Room (music), Tony Robbins, Frontiers Publishing, Mass Animation (crowd-sourced animation), OWN.
- Television- Ovation TV, Anonymous Content, VCBS, WIIP, Electus, Bunim Murray, Qatar Foundation, Newsmax, Accuweather, Gaumont International TV, NBCU, First Look Productions, TV One, Virgin, VOY (U.S. Hispanic), FEARNet, Outside TV, GSN, Better Life Media, the CW, Universal Sports, Sony Pictures Entertainment, Whistle (kids), Open Minds (UFO/space), Spectrum.
- International- BBC Worldwide, SK Telecom, Comcast International Media Group, ivi.ru (Russian Hulu), ART, news channel for Abu Dhabi, ADV, HBO Latin America, Wine Network, CJ Entertainment, ECP Investments (Africa), Central European free TV.
- Other Media- Anuvu/Global Eagle (airline distribution), SDI Media (subtitling/dubbing), Technicolor, Smuggler Films, Scott Sanders Theatrical Productions (theatre, acquired by Westfield), Associated Press, Seed (out-of-home), Wizard World (events), stock footage, ideaPlex (digital facilities & training), Dreamscape VR (VR exhibition).

2000-
2001 **PACKETVIDEO CORPORATION**
Chief Operating Officer
Chief Operating Officer, Applications and Services Division

Los Angeles, CA

- Oversaw all business activities of the company, including Content, Applications, Marketing, Product Marketing, Sales, and International Offices in Europe and Asia. Company provided technology and applications to stream video over wireless networks.
- Entered into contracts with approximately 200 global and local media and internet companies for trials, PV Airguide (the first streaming media wireless site), application development and syndication. Created standard deal terms and initiated contact with most major clients. Clients included most big media companies (US and international), cable networks, wireless carriers.
- Developed content strategy for the company and wrote business plan.

COLUMBIA TRISTAR INTERNATIONAL TELEVISION (SONY PICTURES ENTERTAINMENT)

1999 **Senior Vice President** **Culver City, CA**

- Worked with Digital Media group to exploit SPE's games and entertainment properties via interactive television, broadband, and narrowband distribution platforms globally.

1996-99 **Senior Vice President, International Networks- Europe** **London, UK**

- In charge of SPE's television networks in Europe, Africa, and the Middle East. Set up department, and increased number of operating ventures in Europe from 1 to 10 in less than 3 years. Brands included AXN, SET Asia (Hindi-language channel from India), HBO, Showtime Middle East, VIVA, Cinenova, Russia, and others.
- Responsible for complete oversight of channel businesses, from identifying opportunities and negotiating deals through launch and ongoing operational supervision of the channels. Supervised all elements of Sony-owned channels, including programming acquisitions, facilities, marketing, advertising sales, financial budgeting. Negotiated cable and satellite affiliation agreements, transponder and uplink agreements. Hired key staff.
- Launched and invested in channels in Spain, UK, Germany, Benelux, Poland, Hungary, Czech Republic, Romania, and Middle East, and laid groundwork for future channel launches in Italy, France, Israel, Africa, Scandinavia, Portugal. Dozens of negotiations and evaluations of investment opportunities.

1991- **Senior Vice President, International Networks** **Culver City, CA**
1996

Senior Vice President, International Operations
Vice President, Operations

- Instrumental in growing SPE's international networks from zero to over 35 channels in Asia, Latin America, Australia, and Europe between 1991 and 1999. Negotiated partnership, program licensing, and distribution agreements for many networks. Supervised creation of business plans and due diligence. Oversaw operations of channels.
- Oversaw Sony's pay television investments in Latin America, including HBO Latin America, HBO Brazil, SET (Sony Entertainment Television), and several other channels, directly for Sony-owned channels or as Sony's Board Representative.
- Negotiated and reviewed Sony's significant pay and free television output agreements internationally.
- Managed administrative operations of Columbia TriStar International Television, including sales administration, rights and availabilities, international office operations.

WARNER BROS. INC. *Manager, Strategic Planning*

WARNER HOME VIDEO *Financial Intern*
WHEREHOUSE ENTERTAINMENT, INC. *Marketing Intern*

BAIN AND COMPANY *Associate Consultant*

EDUCATION

STANFORD GRADUATE SCHOOL OF BUSINESS M.B.A

HARVARD COLLEGE A.B., *cum laude* in Applied Mathematics