

## CARL CANDIDATE

2111 East Highland Avenue B-190/Phoenix, AZ 85016  
480.283.6234/ [carl@stewartcoopercoon.com](mailto:carl@stewartcoopercoon.com)

---

### BUSINESS DEVELOPMENT, MARKETING STRATEGIC PLANNING AND CORPORATE DEVELOPMENT

Senior Executive with experience in building companies and management teams, developing markets, and negotiating strategic alliances and sales channels for growth. Strong background in business development both within large conglomerates and small to medium sized ventures, C-level management.

Proven track record in rapid multi-million dollar market creation for new products and services, particularly at the confluence of digital media and technology.

Successful management of multi-disciplinary teams around common strategic objectives and marketing, sales and execution of large projects both in the U.S. and internationally. Constructed, negotiated, and managed complex, creative deals involving equity investment, joint marketing programs, sponsorship, technology development and provision of products and services.

### KEY QUALIFICATIONS

- Startup Ventures & Venture Capital Funding
  - Strategic Business Planning & Modeling
  - Market Trend Identification
  - Product Management/Marketing
  - Market Creation by Exploiting Technology Transitions
  - Strategic Alliances Negotiation & Management
  - Cross-Divisional Teams Development & Management
  - Program/Project Management
  - Digital, Media and Technology Pioneer
- 

### PROFESSIONAL EXPERIENCE

**Carl Candidate & Associates, Greenbrae, CA**

**2001-present**

#### MANAGEMENT AND BUSINESS STRATEGY CONSULTANT

Provide business consulting, market development and interim management for early stage ventures.

- **Transmedia Communications, Geneva, Switzerland** - Content Acquisition Consulting  
Negotiated strategic relationships for a European IP Broadband content syndicator with projected revenues of \$1.6 million in 2003 and \$4 million in 2004.
- **Kompolt & Company, Sequim, WA** - Management Consultant  
Developed business strategy, and identified key management team for an eBay related online auction company resulting in \$500,000 first round of equity finance.
- **Illuminated Media, San Francisco, CA** - Acting CEO  
Wrote plan for a cross-media publishing venture and pitched Angel investors resulting in a production deal, which added over 100 hours of television programming to the asset base.
- **Obvious Technology, Paris, France** - Acting COO  
Streamlined operations, negotiated strategic relationships, and raised \$460,000 for an IP Broadband technology company.

**Intel Corporation, Santa Clara, CA**

**1996-2001**

#### V. P. BUSINESS DEVELOPMENT, Convera, San Francisco, CA

**2000-2001**

*Merger of Excalibur and three Intel Business Units, including \$150 million in equity investment, to create publicly listed digital media products and services company providing broadcasters with an open architecture solution for indexing, management, storage, distribution and syndication of text and digital video assets.*

Managed international cross-divisional teams (engineering, product management, marketing and sales) to secure long-term multi-million dollar contracts with entertainment and sports properties.

- Secured a major international marketing channel partner with immediate broadband, iTV and wireless customers to build market share.

**DIRECTOR, STRATEGIC INVESTMENTS, Intel Capital****1999-2000**

*Intel Capital is the investment arm of Intel Corporation, which made strategic equity investments in a portfolio of over 300 technology, infrastructure and content companies worth in excess of \$400 million.*

Made strategic equity investments in the media and entertainment sector to expand the market for Intel products by supporting the creation and distribution of rich media experiences in the home.

- Led a cross-divisional team including product group, marketing, advertising and treasury to close equity deals worth \$42 million. Managed and grew the resulting international portfolio of over a dozen sports technology, infrastructure and content companies.
- Increased deal throughput 100% by investment strategy development based on early identification of significant market trends in the investment sectors.

**MANAGER, BROADBAND/BROADCAST PROGRAMS, Intel Content Group****1998**

Developed DTV/iTV/broadband market for Intel Developer Relations and Marketing Group to support next generation Intel processor sales.

- Developed and implemented a digital sports strategy with developer relations, alliances, venture capital and marketing programs to establish the company as a key player in the digital sports arena.
- Negotiated strategic technology, infrastructure and marketing engagements with movie studio and broadcast partners resulting in \$32 million in content, marketing, promotional and sponsorship deals, including:
  - \$5 million, five year deal with NBC to support pioneering iTV and converged media initiatives.
  - First-of-its kind deal with ABC Television, Quokka Sports and DirecTV for an early interactive television pilot delivered by satellite to Pentium powered digital receivers in 200 households.

**MANAGER, ENTERTAINMENT INDUSTRY PROGRAMS, Intel Content Group****1996-1997**

Established Intel programs with major entertainment conglomerates to enrich the Web with technology and content to broaden its usage and to expand the market for Intel processors.

- Deployed Intel marketing, technology and venture capital investment programs to close deals between Intel supported technology providers and major studios including Universal and MGM.
- Created Intel's 'Sports Strategy' resulting in a \$42M international sports technology and content portfolio, including CBS SportsLine, Quokka Sports, Rivals.com, Orad Technologies and SportVision.
- Identified and grew a \$100M market in under two years by constructing a program comprised of technology assistance, developer relations, partnerships, marketing and venture capital investment.

**North Communications, Marina Del Rey, CA****1991-1995****V. P. MARKETING AND SALES**

*A pioneering public access interactive network company which partnered with IBM to develop citizens' self-service, interactive KIOSK networks for the public sector.*

Directed sales and marketing group to develop the North-IBM "InfoMedia" products and services brand and closed multi-million dollar government contracts, internationally, for North Communications.

- Developed and implemented public access networks for state, federal and local government services. Kiosks were deployed in supermarkets and shopping centers for easy citizen access to services at significantly reduced cost to government.
- Collaborated with state government agencies to develop private/public partnership business model for the citizen outreach kiosk program. The networks were designed to be economically self-sustaining.

**LucasFilm Ltd., San Francisco, CA****1989-1990****DIRECTOR OF CORPORATE SPONSORSHIP****1990**

*A privately held, fully integrated entertainment company.*

Developed and pitched the multi-year sponsorship support package for George Lucas' for Luminaire Entertainment Marketplace project.

- Developed and successfully pitched the multi-year sponsorship support package and secured multi-million dollar commitment in the 90 days.

**TECHNICAL DIRECTOR, LucasFilm Luminaire Entertainment Marketplace****1989**

Managed a cross-divisional design team to develop concept and technical specifications and budget for the technology and media package for George Lucas' innovative entertainment project.

- Established a \$15 million budget for the technical package including lasers, lights and computer systems.
- Developed programming for the proposed Luminaire TV channel by negotiating deals with MTV and Westwood One Radio to secure star talent to perform in Luminaire clubs.

**Kitcat Productions, Los Angeles, CA****1982-****1987****CEO**

Founded and managed an international award winning film & video production company with 40+ staff.

---

---

**EDUCATION**

Bachelor of Commerce, University of the Witwatersrand, South Africa  
Film Finance Studies, Jonathan Krane, University of California, Los Angeles

**PROFESSIONAL ACTIVITIES**

Academy of Television Arts and Sciences, Interactive Peer Group  
12 National and International Film, Television, and Multimedia Awards