

Bio

Howard Greenfield

President, Go Associates

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Digital media technology expert in product & business development

Strengths

- Successful track record in digital media product development, technical marketing, and strategic partnering
- Extensive global experience with leading IT, Broadcast, & Telecoms firms
- In-depth knowledge and hands-on experience with corporate, start-up, funding, and press/analyst cultures
- Robust network of C-level management and contact with industry decision-makers and investors
- Enthusiastic industry insider: results- and revenue-driven, well-informed, honest and team-oriented

Industry Background

Howard Greenfield is president of Go Associates, a global consulting firm that helps companies bring technology to the marketplace and author of *IPTV and Internet Video*, (Best-Seller NAB Focal Press, 2007, 2008). He is a digital media and business development strategist as well as an accomplished columnist, widely published around the world. He was the creator and leader of Sun's first Media Lab and completed graduate studies at Stanford University. Howard has held senior management and consulting positions with Sun Microsystems, Informix Software, British Telecom and Apple's Advanced Technology Group.



For the last two decades, Howard has been a successful technology developer, manager, educator and writer. In addition to front-line collaborative development ventures with Xerox PARC, Ericsson and the American Film Institute, he has held leadership roles involving early stage start-up companies and mature corporations, three of which were subsequently acquired by Ariba, IBM and Microsoft.

Howard presents and moderates at conferences throughout the U.S., Europe, and Asia. He has served on government and cultural advisory boards such as the State of California, UK Trade & Invest, CNET and others. He is currently a board member of BlueVoice.org, an Internet media non-profit dedicated to protecting ocean life and habitats.

Important Links

Greenfield (Go Associates) Website: <http://www.go-associates.com>

References: <http://www.go-associates.com/aboutus/references.html>

Recent Publications and Conferences

Writer & Columnist: Euromedia Magazine, CNET, TV-Technology, IPTVi, others

Author: *IPTV and Internet Video* - <http://www.go-associates.com/files/IPTV-book-press-release.pdf>
(NAB Focal Press Best-Seller)

Speaker: Digital Hollywood, NAB, Streaming Media, ACIEM Telecoms Congress, others

References

"Helpful, independent, and shrewd."

—Nick DeMartino, American Film Institute

"Instrumental in moving our product strategy forward."

—Harold Formosa, British Telecom