

Howard Greenfield

DIGITAL MEDIA AND MOBILE BUSINESS EXECUTIVE

WIDELY PUBLISHED COLUMNIST



Currently, Strategic Director for NXP Software, a Philips spin-off specializing in media software for smart phones and tablets serving global leaders including Samsung, Google, and DIRECTV.

Senior product management, marketing, and business development background with Apple, British Telecom, Informix, NXP Software (formerly Philips), and Sun Microsystems where he created Sun's 1st Media Lab. Leadership roles in start-ups and mature corporations. Extensively connected with new media industry players, trends, and opportunities.

- Multiple go-to-market success converting raw innovation into products launched for revenue growth
- World-class New Media track record including graduate study focus at Stanford University, R&D contributor to Apple Inc., Stanford faculty tools industry collaboration partnership leader
- Global industry insider positioning through management, writing, and speaking; High-level press credentialed access enabling C-level reach and early-stage trend exposure

OTHER BACKGROUND

- Co-development experience with Xerox PARC, Ericsson, American Film Institute, others
- Writer, [IPTV and Internet Video](#), (Foreword by Mark Cuban), and 50+ other articles
- Advisor to numerous international government and cultural advisory boards including State of California, UK Trade & Invest, CNET, Luxembourg, and BlueVoice.org,

Trusted | Tech-Savvy | Resourceful | Friendly | Achiever | Pragmatic | Information Weaver | Global | Known | Track Record High Profile Innovation Deployment | International and Cross-Cultural Focus | Excellent Interpersonal Communication Skills | Bridges IT & Commercial Process | Slightly Digitally Famous

"Howard knows the drivers behind the digital media industry in Europe and the US."

- John Taysom, Founder, Reuters Venture Capital, London

"I find his perspective most helpful, independent, and shrewd."

- Nick DeMartino, American Film Institute, Hollywood, California

Industry References: <http://bit.ly/13K4Kxc>



Blake Krikorian, Sling Media



Chris Andersen, Wired Magazine



Nicolas Negroponte, Executives, BT Summit