

Experience Profile

Blake L. White



Blake White is an experienced Silicon Valley and Hollywood executive, responsible for P&L-based commercial operations and leading product development/marketing, IT and Media industry marketing, systems integration, strategic advisory services, and corporate development/M&A initiatives. He has held management positions in some of the world's most respected Fortune 100 companies, plus innovative start-ups and the consulting practice of a Big Four accounting firm.

White founded the Strategic Technology Institute (STI) in 1985 as an outlet to investigate the business and public policy issues raised by science and engineering. Over the past 24 years, STI was also formerly known as *Strategic Systems, Inc.* and *Strategic Technologies*, both of San Francisco. STI has evolved into a virtual 'think tank' that investigates emerging IT developments and the business, organizational, and public policy issues raised by science and engineering. STI's network of independent consultants specializes in executive-level management advisory services focused on corporate strategies, often facilitated by technology innovation, at the intersection of the Media & Entertainment (M&E) and Information Technology (IT) industries. An example of this intersection is where multi-platform distribution of digital media assets by secure IT-based supply chain systems creates new business opportunities for media, telecommunications, computer, and consumer electronics companies in adjacent markets.

Aligning technology roadmaps to corporate strategy, STI offers the following services:

- Decision Support -- Scenario planning; Competitive analysis; and Strategy development
- Technology Assessment -- Functional and technical specification; Conceptual systems design; Vendor assessment and selection; and Engineering ethics.
- Program Management -- Business development; Alliances; and Project planning.

In the Hollywood M&E community, White held the position of Vice President of Ascent Media's Consulting Services organization. In this capacity, he led Ascent's offerings in strategic, business and technology consulting services to the global electronic media industry. Prior to Ascent, White was Vice President of Strategic Services at National TeleConsultants (NTC), where he led the development of the META™ SOA-based integration architecture, and he was Practice Leader, Digital Media Management, for PriceWaterhouseCoopers LLC.

Over a 20 year period, he held various management positions in the Silicon Valley computer industry, including: Vice President of Major Accounts at online e-book service bureau PublishOne (a business unit of InterTrust Technologies), Vice President & General Manager of media transport company WAM!NET Entertainment, Director of Entertainment Industry Professional Services, Industry Marketing, and Business Development at Silicon Graphics (SGI). At SGI, White led the team that productized the first commercially available Digital Asset Management System – *StudioCentral* – and developed SGI's media applications integration architecture – the *Silicon Studio*. These technologies were used to support SGI's development and system integration efforts for: Dreamworks SKG, during the development of its animated *Prince of Egypt* feature film; Lucasfilm in the remake of *Star Wars*; and CNN during its development of the Lo Res Browse Server for newsroom editing. White was also Director of Corporate Development at Apple Computer, and he held several product management positions in multiplatform network integration technologies at Apple, Digital Equipment Corporation (DEC), and Hewlett-Packard (HP). White was also an early participant in the interactive TV industry, serving as Executive Director for Content Development at US West Multimedia. He began his career in Procter & Gamble's Management Systems Division.

White has extensive experience performing or managing the delivery of professional services globally, in countries that include: Canada, Russia, Singapore, South Africa, UAE, UK, and the US.

His experience includes work with the following clientele:

- ABC
- *American Journal of Archaeology*
- *Amy Wohl's Opinions*
- Ascent Media Group
- BBC Worldwide
- BYU Broadcasting
- CBS
- Cincinnati Bell
- Clorox
- CNN
- Corus Entertainment
- Dreamworks SKG
- Discovery Latin America
- Dubai Media
- Employee Benefits Institute of America
- Fox
- *Future Image Report*
- Golden Grain
- Hulu
- InterTrust Technologies
- Lucasfilm
- Macys
- McKesson
- MediaCorp Pte
- The Mill
- Mindshare
- Microsoft Studios
- MSNBC
- MTV Networks
- Network Appliance
- Nominum
- Panavision
- PMT Video LLC
- Procter & Gamble
- Savantech
- Simon & Schuster
- Sony Pictures Imageworks
- South African Broadcasting Corp
- UCLA
- Viacom
- VNU's *Trade Dimensions*
- Walt Disney Company
- Warner Bros
- Weather Channel
- World Wrestling Entertainment
- Yankelovich Partners
- Y-Motion Media

White is a frequent speaker at entertainment industry conferences that have included: NAB, IBC, SMPTE, Digital Hollywood, Cannes Film Festival, and Broadcast South Africa. He is the author of: *The Technology Assessment Process: A Strategic Framework for Managing Technical Innovation*, published by Greenwood Press, the PricewaterhouseCoopers 2003 publication -- *A New Era for Content: Protection, Potential, and Profit in the Digital World* -- and the SMPTE Motion Imaging Journal article (April 2004) by the same name, and he was co-author of *Digital Asset Management: Process Over Product*, published in Broadcast Engineering (July 2004).

White holds BSIE, MBA, and MLA degrees from North Carolina State University, Xavier University (Ohio), and Stanford University, respectively. He is a member of the Society of Motion Picture & Television Engineers (SMPTE), the Hollywood Post Alliance (HPA), the Association for Computing Machinery (ACM), and the Institute of Industrial Engineers (IIE).

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