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Marketing Visionary Peter Sealey, Ph.D. Joins INTENT Mediaworks' Board of Advisors

Former Executive with Coca-Cola and Columbia Pictures is Leading Proponent of New Business Models in Emerging Digital Media Market

ATLANTA--(BUSINESS WIRE)--INTENT MediaWorks, the leading provider of technology for the distribution of licensed digital media content and advertising via the Internet, today announced that Peter Sealey, Ph.D. has joined the company's board of advisors. Renowned for developing and leading some of the most successful corporate marketing campaigns in recent years, Sealey is also one of the industry's foremost visionaries on the subject of emerging trends in advertising and consumer behavior, especially in relation to the impact of new technologies.

Sealey is founder and CEO of The Sausalito Group, Inc., a business and marketing consulting firm. He was a visiting professor at Stanford University's Graduate School of Business in 2004. During his distinguished career, Sealey served as The Coca-Cola Company's first global marketing director and as president of marketing and distribution for Columbia Pictures. Additionally, Sealey has served as a management consultant for numerous firms including Sony New Technologies, Inc., Anheuser-Busch, Visa U.S.A., United Parcel Service, ImproveNet, Johnson & Johnson, The Eastman Kodak Company, A.T. Kearney, Inc., Nokia and Hewlett-Packard Company.

"Media is now digital, personal and controllable. Consumers are obtaining and configuring music and video on their terms, and nothing will stop that," said Sealey. "This shift in media consumption creates challenges for marketers and advertisers. INTENT's platform meets these challenges head-on and positions organizations to capitalize on new opportunities. INTENT will enable companies to significantly strengthen brand recognition and loyalty."

Sealey has served as an adjunct professor of marketing at the Haas School of Business at the University of California – Berkeley and as co-director of the Center for Marketing and Technology between 1996 and 2006. He presently serves as a senior advisor to the Center for Executive Development at the Haas School of Business at the University of California – Berkeley. In 2007, he will serve as an adjunct professor of marketing at the Peter F. Drucker and Masatoshi Ito Graduate School of Management at the Claremont Graduate University. Sealey is also a special managing partner with the private investment firm of Digacomm, L.L.C. and a member of The Academy of Motion Picture Arts and Sciences.

"As one of the leading authorities on corporate marketing and trends in digital media, Peter Sealey brings an enormous amount of expertise to INTENT," said Les Ottolenghi, CEO of INTENT MediaWorks. "INTENT makes it possible for companies to reach the growing audience that is moving from traditional to digital media. And, with INTENT's unprecedented reporting and measurement capabilities, advertisers will be better able to execute campaigns that build and enhance their relationship with customers."

Sealey has spoken at many conferences, published numerous articles and co-authored two books, "Not on My Watch, Hollywood vs. the Future," (New Millennium Press, 2003) and "Simplicity Marketing: Relieving Stress in a Digital Age," (The Free Press, 2000). He is the recipient of the Henry R. Kravis Entrepreneur Award, the Distinguished Alumnus Award and the Claremont Graduate University Alumni Hall of Fame. Sealey's education includes degrees from the University of Florida and the Yale University Graduate

School, as well as an M.A. and Ph.D. from the Peter F. Drucker Graduate School of Management at the Claremont Graduate University.

About INTENT MediaWorks

INTENT MediaWorks is the leading provider of technology for the legal and profitable distribution of licensed digital media content and advertising via the Internet and P2P file trading systems. Currently being used by several large music companies and independent artists, INTENT was named Best New Digital Technology at the 2006 Digital Music Conference. For more information on INTENT MediaWorks, please visit www.intentmediaworks.com.

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