

## Peter Sealey, Noted Expert on Corporate Management and Marketing Strategy, Joins LECG as Director



**Sealey Served as First Global Marketing Director for the Coca-Cola Company; Has Taught Marketing and Management at Berkeley's Haas School of Business, Stanford's Graduate School of Business and the Peter F. Drucker Graduate Management School at the Claremont Graduate University**

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[Global expert services](#) firm LECG (NASDAQ: XPRT) has named [Peter Sealey](#), a recognized authority on business and marketing strategy who served as Coca-Cola's first global marketing director in the early 1990s, as a director. He is based in LECG's principal office in Emeryville, California.

Dr. Sealey, 67, has had a unique career that has combined major stints in academia, consulting and expert testimony, corporate management, and entrepreneurship. At LECG, he is expected to draw on all his skills, counseling clients on strategy, marketing and management issues, and providing related expert services, including testimony in business disputes. He will also lend his considerable talents to helping the firm expand its own brand as a global expert services adviser to leading corporations, institutions and government agencies. (LECG has more than 850 experts and professionals operating in 33 countries.)

"Peter Sealey is a true original -- there are very few people who have moved so effortlessly between scholarship and corporate management, with a feel for marketing and branding, and how consumers behave," said LECG Chief Executive Officer Michael Jeffery. "We are delighted to have Peter join our directorship ranks -- our clients will gain tremendously from his research, his insights and his real-world business experience."

Armed with a master's degree in industrial administration from Yale and a Ph.D. from the Peter Drucker School of Management at the Claremont Graduate University, Dr. Sealey has been a frequent instructor at some of the country's leading institutions, including the University of California at Berkeley, Stanford University and the Drucker School. For 10 years he taught marketing and served as co-director for Marketing and Technology at the Haas School of Business at the University of California at Berkeley. At the Drucker School, where he is an adjunct professor of marketing, he currently teaches an MBA course on entertainment marketing.

At the same time, Dr. Sealey has held senior management and marketing posts at several leading companies. He spent 22 years at Coca-Cola, starting as a brand manager for Sprite in 1969 and rising through a series of successive appointments that included Executive Vice President for Columbia Pictures. He was responsible for launching some of the top-grossing films of the 1980s, including "Ghostbusters," "La Bamba," "The Karate Kid," "Stand By Me," and "Tootsie." He later served as President and Chief Operating Officer for Coca-Cola Telecommunications, Columbia's non-network TV production and syndication subsidiary.

In 1990, Dr. Sealey was tapped to become Coca-Cola's first-ever global marketing director, a position he held for three years, giving him oversight of a worldwide marketing budget spanning 23 operating divisions in 185 countries -- at the time one of the largest consumer marketing units of any U.S. company. Among other milestones during his tenure, Coke launched a trailblazing global ad campaign with Creative Artists Agency, producing more than two dozen television commercials around the award-winning theme, "Always Coca-Cola."

Dr. Sealey followed up his Coke success by becoming President and Chief Operating Officer of Interactive Network, Inc., a public company that created a patented model for interactive television programming.

During the past dozen years, Dr. Sealey has also been actively engaged as a business consultant, advising clients through his own firm, The Sausalito Group.

In addition to providing business and marketing strategy, he is frequently called on as an expert witness in

litigation matters involving intellectual property and other types of disputes. His testimony has been instrumental in cases across a wide range of industries -- entertainment, technology and e-commerce, hospitality, retail, automotive and others.

As an expert, Dr. Sealey has worked with many of the nation's top law firms, while his consulting engagements have covered an impressive array of leading corporations and consumer brands, including VeriSign, General Motors, Coca-Cola, Sony New Technologies, Anheuser-Busch, Visa USA, United Parcel Service, Johnson & Johnson, Hewlett-Packard, Eastman Kodak, Nokia, and AT Kearney.

Dr. Sealey has also applied his business and marketing methods in his own endeavors. In the midst of his successful years at Coke, he took time off to develop and obtain venture funding for his own tech start-up, National Identification Systems, which developed and sold driver license systems to state motor vehicle departments. He later sold the company to AT&T.

"Having worked in so many environments and alongside so many disciplines, I wasn't certain I could find a consulting model that would be both broad enough and rigorous enough to hold my attention -- until I connected with LECG," Dr. Sealey said. "This firm maintains the intellectual feel of a world-class think tank and incubator for ideas, while working with the absolute best clients in solving real-world business challenges. I anticipate a major leap forward in my practice, and see a wonderful playing field for developing new ways to advance creative marketing and business solutions for LECG's clients."

A prolific writer on marketing and business issues, Dr. Sealey has co-authored two books, "Simplicity Marketing: Brand Complexity, Clutter and Confusion," published by Simon & Schuster, and "Not on My Watch, Hollywood vs. the Future," published by New Millennium Press. He also serves as a member of the editorial advisory board of Business 2.0 magazine.

Dr. Sealey's Ph.D. dissertation from the Drucker Management Center gives a good hint at his wide-ranging curiosity. The topic: "The Strategic Impact of Information Technology on the Relationship Between the Manufacturer and the Retailer in the Grocery Industry." As a Drucker alumnus, Dr. Sealey received the Henry R. Kravis Entrepreneurship Award for his work in the film entertainment industry.

Early in his career, Dr. Sealey was an advertising account executive at McCann-Erickson in New York, where he worked on the Coca-Cola account. He also spent time as an ad manager for the Quaker Oats Company and an assistant brand manager at Procter & Gamble.

Dr. Sealey received his B.S. from the University of Florida in 1962.

#### About LECG

LECG is a global expert services firm with more than 850 experts and professionals in 33 offices around the world. The firm provides independent expert testimony, original authoritative studies, and strategic advisory services to clients including Fortune Global 500 corporations, major law firms, and local, state, and federal governments and agencies. [LECG's](#) experts and professional staff conduct economic and [financial analyses](#) to provide objective opinions and advice that help resolve complex disputes and inform [legislative, judicial](#), regulatory, and business decision makers. LECG's experts are renowned academics, former senior government officials, experienced industry leaders, and seasoned consultants (NASDAQ: XPRT). For more, visit [www.lecg.com](http://www.lecg.com)

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