

Resume of Peter R. Challenger

last updated February 2006

Background Summary:

My experience includes executive management responsibilities at several different size companies, primarily in the marketing and sales departments. Specific areas of expertise include the new product development process, market development, advertising, print and electronic collateral and trade shows. I have always taken an active interest in the visualization, definition and refinement of new products, particularly for media production and distribution applications. I have extensive international experience covering Europe, Asia and the Americas and a strong background in video going back 20 years. Management experience ranges from running a 15 person operations group, located in three different countries, to planning and launching the Sales and Marketing group at a newly formed startup. Since September 1998 all activities have been through my own consulting and distribution business.

Experience:

Edifis Media Technologies Inc. Vina, CA. President of a JV corporation together with Edifis Ltd, a small UK manufacturer, from March 2005 to present.

Set up EMT to represent Edifis UK in the US market and handle all aspects of marketing, sales and support activities for the UK company.

Specific activities included:

Incorporation and set up of new company

Introduction of company and products to the high end US post market through advertising and PR using both traditional and on line channels

Built relationships with key potential accounts in LA and other major Post markets

Worked with major customers and freelance colorists to demonstrate advantages of the product and train operators

Worked with UK developers to incorporate key requirements into new product in

development and ensure it meets the needs of the US market.

Created significant demand for the 2K data-centric product in development but cashflow problems in the UK have pushed back introduction date significantly.

Quartz Electronics Ltd., Reading, England. Various roles from January 2000 to October 2006, including Director of U.S. Operations, V.P. Marketing for Quartz Electronics Inc. (the subsidiary we established to handle the US market), and Director of Worldwide Marketing for the UK parent company.

Responsible for US market entry for this UK company, leading to the establishment of a local subsidiary. Later took over worldwide marketing responsibilities for the company as a whole.

Specific activities included:

Introduction of company and products to the US market, initially acting as a distributor as well as providing market development.

Planned and executed the opening of a US subsidiary in Nevada City, CA. Helped recruit and train staff for the office.

Revised all marcom activities, print and online collateral and trade show presence. Planned and executed advertising plan and increased public relations activities.

Planned and managed the major product introduction of a new generation of routing switchers, Xenon, generating strong interest, awards and rapid sales growth.

Acting as a member of the executive staff was heavily involved in the business planning process.

Spruce Technologies Inc., Cupertino, CA. Sales and Marketing Consultant from September 1998 to January 2001

Responsible for international market development and all aspects of marketing communications worldwide.

Specific activities included:

Planned and executed European market entry. Set up and managed European sales channels. Recruited a European sales manager to open a local office and take over the

territory.

Set up and managed distribution channels in the Asia/Pacific area.

Took over Marcom management, restructured print and electronic communications and trade show image.

Spruce Technologies Inc., Cupertino, CA. Founding Vice President of Marketing from August 1997 to September 1998.

Responsible for all aspects of Marketing and Sales for this startup.

Specific activities included:

Jointly developed the company's business plan and product roadmap, correctly anticipating the growth of DVD into a major consumer phenomenon and including the ability of consumers to record their own DVDs.

Development of all Corporate ID and Marketing Communications materials.

Management of DVDMaestro, Spruce's initial product.

Planning and implementation of Company and Product launches

Establishment of U.S. sales and distribution channels

Scitex Digital Video, Inc, Redwood City, CA. Director of Marketing from October 1995 to August 1997.

Scitex Digital Video was formed from the merger of Abekas and ImMIX.

Reported to the CEO of the combined entity and a member of the Executive Staff.

Responsible for all aspects of the company's worldwide marketing activities for Abekas brand products.

Responsible for all Marketing Communications activities of the combined entity.

Major projects included:

Coordination of a 60+ city worldwide promotional tour for the Abekas digital suite.

Management of the collateral development and P.R. activities associated with the launch of the new company.

Planning and implementation of a new 10,000 sq ft booth at the NAB convention in Las Vegas.

Abekas Video Systems Inc. Redwood City, CA. Director of Marketing from February

1993 to October 1995

Reporting to the president and responsible for all aspects of the company's marketing activities worldwide.

Tasks and achievements included:

Successful introductions of several new products to the marketplace including the 8100 digital switcher and Dveous, a broadcast DVE that was still being sold successfully 10 years later

Coordination of major exhibits at NAB and other trade shows.

Planning and implementation of a VAR program for disk recorder distribution.

Training and motivation of the sales force to sell new products.

Established a large Web site for product information.

Maintained and enhanced Abekas's image with advertising and editorial.

Pacific Media Technologies, Santa Cruz, CA. Personal consulting business established in 1990.

Worked with a number of clients to provide Sales and Marketing expertise on a contract basis. The largest contracts were with:

Abekas - Establish a network of distributors in South America, manage and develop the relationship with the Japanese distributor and key Japanese customers, advise on requirements for proposed new products.

ImMIX - Consult on the proposed specification for the VideoCube system being planned at the time, research the Japanese market potential for such a product and implement local distribution there.

Other work was undertaken for Probel and Solid State Logic in the area of investigating and recommending overseas distribution channels.

Grass Valley Group Inc., Grass Valley CA. Asian Operations Manager from March 1989 to August 1991

Reporting directly to the company's CEO and responsible for all aspects of GVG's activities in Asia. Tasks and achievements included: Planning, establishment and management of GVG Japan, Rapid growth in market share in the Asian Region, Major improvements in localization of GVG products, Establishing relationships with major Japanese equipment suppliers.

Grass Valley Group Inc, September 1980 to March 1989 Various positions of increasing responsibility leading to appointment as Americas/Pacific Sales Manager. Significant

responsibilities and activities included:

Managed relationship with Sony leading to rapid growth in the Japanese market.
GVG's entry and success in the China market.
Establishment of GVG Asia in Hong Kong as a regional support center.
Rebuilding GVG's reputation and success in the Latin American market.

Education:

London University, Royal Holloway College, England.

Bachelor of Science Degree in Physics, 1974. Specialized in electronics in final year.

Ongoing continuing education classes in sales, marketing, management and finance.
Berlitz course in Japanese.

Personal:

British citizen, Permanent Resident status in the U.S. for 25 years. Married with two children.

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