

## Steven L. Canepa

As Vice President, Global Media and Entertainment Industry, Steve is responsible for IBM's P L results in the Entertainment, Publishing, Broadcast, Cable, Satellite, Sports and Advertising customer segments worldwide. He is also the founder of and a key leader in IBM's cross-industry Digital Media initiative.

Steve has guided the marketplace strategy and solution offerings for IBM's Global M E Industry organization since 1995. He directs the worldwide sales of IBM's broad portfolio of hardware, software and services and is responsible for IBM's marketing activities, including all messaging and partnerships. During that time frame, IBM's overall business has grown dramatically and is now the largest technology and services organization serving the global M E industry.

Steve has a deep understanding of the key business imperatives facing firms in the M E industry and has consulted extensively with senior executives as they look to transform their organizations. He led the recent launch of a portfolio of business solutions - Production and Distribution transformation -- which address the market opportunities and profit pressures in today's highly competitive M E marketplace. And, he guides the continual development of the IBM digital media framework, addressing the digital value chain.

Steve represents IBM's M E efforts to the marketplace and has delivered many keynote addresses at industry conferences: NAB, IBC, Broadcast Asia, Digital Hollywood, Imagina, Frames, etc, and often speaks at events, including: Broadcast Live, NEXPO, CES, iStudio, Content World, etc. He has also appeared on numerous radio and television news programs, including CNBC, CNNfn, C/NET, CBS, ABC, NBC.. He has been recognized by Digital Media Magazine as one of the most influential executives.

First joining IBM in January 1983, Steve has 20+ years of experience building and leading significant sales, marketing, strategy, consulting, solutions and systems integration organizations. He graduated from UCLA in 1982 with two Bachelor of Arts degrees: Economics and Political Science with Phi Eta Sigma honors. He received a MBA in 1990 from UCLA, with Beta Gamma Sigma and top field study honors. He has participated in the Wharton School financial management program and Harvard University's executive curriculum on Strategy formation.

With a personal dedication to improving the health and education of children; Steve serves on the Board of Directors for both the Junior Achievement of Southern California and The Bogart Pediatric Cancer Research Fund. He is also a Board Member of MusicCares, the charitable arm of the Grammy Foundation.

Steve and his wife, Marianne, live with their three children in Los Angeles, California. Marianne is a Supervising Producer of prime-time one-hour dramatic episodic television series.