



International Multimedia Telecommunications Consortium



## ***IMTC Forum Speaker Bios***



# Hanny Alexander

[Hanny.Alexander@polycom.com](mailto:Hanny.Alexander@polycom.com)

Director Corporate Quality Services, Polycom

Mr. Alexander has been involved in the conferencing industry since 2000. He has held a variety of both pre and post sales technical positions. Currently Mr. Alexander serves as the Director of Corporate Quality Services for Polycom, ensuring that Polycom delivers quality products to our customers.

Mr. Alexander holds a MBA from American Intercontinental University



# Ted Cohen

**Integrating his widespread digital authority in music, mobile, IPTV and product & service development, Ted Cohen is the Managing Partner of TAG Strategic.**

**In an industry that's been slow to embrace change, Cohen is the exception to the stereotypical music-exec rule. Of course, when you start a career on the road with Alice Cooper and Van Halen, you're more primed for the unexpected.**

**Known throughout the technology and music industries as being "part ambassador and part evangelist," Cohen was instrumental in crafting the licensing agreements upon which the Rhapsody subscription service and the iTunes Music Store were built.**

**In his previous role as Senior Vice President of Digital Development & Distribution for EMI Music (home of artists including Coldplay and the Rolling Stones), Cohen led next-generation digital business development worldwide for this "big four" record company, which includes labels such as Capitol, Virgin, Angel/Blue Note, Parlophone and Chrysalis. During that time, EMI led the industry by embracing and exploiting new technologies and business models such as digital downloads and online music subscriptions, custom compilations, wireless services, high-definition audio and Internet radio.**

**In addition to seeking out, evaluating and executing business opportunities for the company on a global basis, Cohen served as both a strategist and key decision-maker for EMI's global new media and anti-piracy efforts. He worked to establish company-wide digital policies, which have provided EMI's artists and labels a substantial advantage in the digital music arena.**

**Prior to his role at EMI, Cohen served as Executive Vice President of Digital Music Network Inc., where he co-founded and served as Chairman of the groundbreaking Webnoize conferences.**

**Cohen also led two highly successful new media consulting operations, DMN Consulting and Consulting Adults, attracting clients such as Amazon.com, Microsoft, Universal Studios, DreamWorks Records, Liquid Audio, Wherehouse Records/Checkout.com and various other entertainment, technology and new media organizations. Cohen also held senior management positions at both Warner Bros. Records and Philips Media.**

**A 30-year industry veteran, Cohen was recently elected Chairman of the Mobile Entertainment Forum Americas board, and currently chairs MidemNet, an international music/technology conference convened in Cannes each year. Cohen also serves on the NARAS (Grammy) Los Angeles chapter Board of Governors as well as the national Trustee Board, the Board of Directors for the Neil Bogart Memorial Fund, co-chairs the new media arm of the T.J. Martell Foundation, and lends his time and talents to music & technology education efforts such as the Grammy In The Schools Program.**



# Mark Pascarella

President & CEO

[mark@gotuit.com](mailto:mark@gotuit.com)

Mark Pascarella is President & CEO of Gotuit Media Corp. As one of Gotuit's founding investors, Mark has been a member of the company's Board of Directors since inception and joined Gotuit full-time in 2001. Under Pascarella's direction, Gotuit has pioneered video discovery / monetization and has become the leading provider of next-generation video products for multiple platforms including broadband, mobile, and cable.

Before joining Gotuit, Pascarella teamed up with Sidney Topol, the former Chairman and CEO of Scientific-Atlanta (Cisco), to found The Topol Group, an early-stage investment firm. In addition to Gotuit, The Topol Group's investments include broadband router manufacturer RiverDelta Networks (Motorola), cable services provider Navic Networks, and VoIP switch maker Cedar Point Communications. From 1992 to 1997, Pascarella worked in Business Development at Procter & Gamble.

He holds a BS in Management from Bucknell University and an MBA from Harvard Business School.



# Masashi Tonomura

**Masashi Tonomura, Senior Software Architect, Sony Corporation**

## **Personal Information:**

Masashi Tonomura is Senior Software Architect of B2B Solutions Business Group at Sony Corporation, where he is in charge of interoperability testing of Sony equipment with other vendors' equipment and also has concurrent responsibility of providing engineering support (technical training, new product introduction, trouble shooting) to mainly European and Asian markets.

In 1999, he designed H.323 for PCS-1500, which is Sony's first equipment with H.323 implementation, and then participated in 2000 IMTC SuperOp in Hawaii for the first time. He continued to be responsible for the design of H.323 in the successor model PCS-1600, and also participated in SuperOp in Niece with this equipment. He has continued to participate in all subsequent SuperOp's ever since representing Sony Corporation.

Tonomura has been on the Multimedia Telecommunications Committee at CIAJ (Communication and Information network Association of Japan), which is managed by Ministry of Internal Affairs and Communications, and is serving as the Chairperson for Multimedia communication Test Implementation Liaison Committees.

In that TILC, the H.323/SIP with H.264 Interoperability Test is the current main activity.

He has organized 9 such interoperability testing events from year 2000, at once or twice a year pace, working mainly with Japanese domestic vendors.

## **Company Information:**

IPELA Division of B&P, Sony is developing video conference equipment called PCS series. And they are based on H320, H323, and SIP technologies.

## **Goals for IMTC:**

We need to be sure our equipment has interoperability under IMTC testing.



## Mark Roberts

Mr. Roberts has been involved in the conferencing industry with a variety of companies since 1992. He has held a variety of management roles in sales and marketing with Intel, 3Com, Accord Networks and Polycom. Currently Mr. Roberts serves as the Vice President of Ecosystems for Polycom, developing industry leading programs to promote the expansion of the conferencing industry.

Mr. Roberts holds an MBA from Leicester University.

Mark Roberts  
VP Ecosystem Marketing  
Polycom



# Lucy McQuilken

Lucy McQuilken, Investment Manager, Intel Capital

Lucy McQuilken joined Intel Capital's Boston office in 2004. She is responsible for early stage venture investments with a focus on the Consumer Internet. Ms. McQuilken manages Intel's investments in Black Duck Software, Skyhook Wireless, Circle Lending, and Eons.com.

Prior to joining Intel, Ms. McQuilken was co-founder and CEO of Groove Mobile (formerly Chaoticom). Groove Mobile is a leading provider of music downloading solutions to the mobile operator market. Under Ms. McQuilken's leadership, Groove Mobile launched Europe's first full track mobile music download service earning 'best product' awards from the Mobile Entertainment Forum, and The Cellular Telephone Industry Association (CTIA) and launched services at Telenor Norway, Orange UK, Eurotel Praha, Singtel, and Panon Hungary to distribute music and ringtones from BMG, Sony, EMI, Universal and Warner Music International.

Prior to co-founding Groove Mobile, Ms. McQuilken worked for nine years at Agilent Technologies/Hewlett Packard Company where she was a key account manager for communications test products managing the Cisco, Nortel, Lucent, and Tellabs accounts. She also served as product manager for medical printer products, and operations manager and engineering manager for the ultrasound transducer medical device product line. Ms. McQuilken is a veteran of the semiconductor industry, where she previously worked as an engineer at both Advanced Micro Devices and Analog Devices.

Ms. McQuilken holds a BSEE from Duke University and an MBA from Clark University. She lives with her husband and three children in Harvard, MA.



# Kathryn Jones

Kathryn is an actor/producer who received her training at Northwestern University. As an actor she has worked in both New York and regional theaters as well as in the Edinburgh and New York Fringe Festivals. Kathryn can also be seen in several indie shorts, including *16W* which premiered at The Woodstock International Film Festival.

Kathryn began her producing career with Dirigible Production's, *On the Verge*, by Eric Overmeyer. With her partners, Kathryn produced and starred in *On the Verge* both in New York City and at the Edinburgh Fringe Festival in Scotland. She also conceived, produced, marketed and performed in *Talent on Your Time*, a first of its kind digitally shot actor showcase.

From September 2006- May of 2007, Kathryn produced, hosted and edited [www.ifnownow.net](http://www.ifnownow.net)'s video podcast, *Question of the Week*. Entirely new to the world of producing and editing for video, in just six months Kathryn conceived, produced, shot and edited 30 consecutive weekly episodes of *Question of the Week*, which received well over half a million views.

In May 2007 Kathryn and her husband Guiesseppe founded Synchronis.tv and together they produced the first ever web drama to stream live over the internet. Determined to bring a high level of content quality to the live platform, Synchronis.tv's first live series *35* was shot with three cameras, mixed in real time, and streamed live to the internet via a TriCaster studio at 9 pm EST from September 19th - September 30th, 2007. "35" received coverage in numerous blogs, including Mashable, Truemors, The Jeff Pulver blog, NewTeeVee and Online Video Watch, as well as by John Jurgensen of The Wall Street Journal and Virginia Heffernen of the New York Times on line edition.

Kathryn is a proud organizer of Podcamp NYC.

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Director Corporate Quality Services

Customer First



## Andrea Basso

Dr. Andrea Basso serves as Principal Investigator in AT&T Labs - Research, New Jersey USA.. In previous positions he served as Technical Director and Chief Architect in NMS Communications. Dr. Basso has more than fifteen years of expertise of research and development in multimedia communications systems and services, including speech and video coding, media adaptation, multimedia delivery for broadband and wireless networks, caching, scalability and interworking aspects of multimedia.

Dr. Basso has significant expertise in communications protocols for media delivery and he is involved in the development of standards in several international bodies including IETF, ISO/MPEG, ITU-T and IMTC. Earlier he held academic senior positions in research and development at the Swiss Federal Institute of Technology. Dr. Basso has been Visiting Scientist at Stanford University, Palo Alto CA (USA), andIRST (Italy).

Dr. Basso holds a PhD in Electrical Engineering from the Swiss Federal Institute of Technology and a Master degree from University of Trieste, Italy. As adjunct associate professor of Electrical and Computer Engineering at the University of Victoria, Canada Dr. Basso is author or co-author of more than 60 publications and 3 books in the area of video processing and networked multimedia services and holds 12 patents.