

SOPA MEDIA INSIDERS SERIES

“Maximizing Advertising Solutions Through Advanced Media Technology”

Foreign Correspondents' Club, 2 Lower Albert Road, Central, Hong Kong
8:45am – 11:00am, 12th June 2009 (Friday)

Consumers in the 21st century are empowered with a high degree of “personalized” choices of information they desire. Print, TV, the internet, mobile and even the home phones are all now enabling advanced forms of content and display, search and interactive advertising. PCCW and Microsoft, two world's leading technologies and media players, will share their insights at this preeminent industry forum to discuss the advertising solutions that have been enabled through developments in technology and converging media.



Lindsay Servian
Managing Director,
Advertising & Interactive Services,
PCCW Limited

“Technology developments and media convergence - an advertising perspective”



Doug Stotland
Director of Strategy & Monetization,
Greater Asia Pacific,
Microsoft Advertising

“The impact of new technology on media consumption and what new opportunities are becoming available to marketers in Asia”

Joining the panel discussion are three other distinguished senior executives in media & marketing on future trends, challenges and opportunities for business growth under the downturn :



Moderator: Jim Erickson

Senior Editor, Business & Technology
TIME Asia



Benjamin Grubbs

Regional Director, Interactive Media
Turner Entertainment Networks Asia, Inc.



Howard Hunt

Regional Business Dev't Lead
The Hyperfactory

Event Organizer:



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香港公關顧問公司協會



The Hong Kong
Advertisers Association
香港廣告客戶協會

Lindsay Servian

Managing Director Advertising & Interactive Services, PCCW Limited

Mr. Servian heads a team that provides a wide and innovative range of broadcast and interactive advertising solutions to Corporate and Small-Medium sized entities in Hong Kong. The solutions ride mainly on PCCW's unique quadruple-play of "TV", "broadband internet", "mobile" and "eye multi-media device" platforms as well as the Yellow Pages' directories. The team also runs a series of web-sites that includes content, applications and advertising solutions including yp.com.hk; and serves as an internet reseller for Yahoo and Baidu. Mr. Servian has over 20 years of Telecoms, IT & Media experience covering fixed line, mobile and call-centre business.

Prior to joining PCCW, Mr. Servian worked in i-Onyx (HK) Limited, a listed Venture Capital firm, as Chief Operating Officer and Executive Director, and as Chairman and General Manager of Cable & Wireless Teleservices (Taiwan) Limited (now known as: PCCW Teleservices Taiwan Limited). He has been in the telecommunications industry since 1986, and has spent the past 19 years in Asia. He has a wide range of telecommunications experience including fixed line and mobile operations, cable and satellite systems, and running call-centre, media and advertising business.

Mr. Servian has an M.A. Hons' in Economic Science from the University of Aberdeen, and studied corporate finance at the London Business School.

Doug Stotland

Director of Strategy & Monetization, Greater Asia Pacific, Microsoft Advertising

Doug Stotland is a Chicago native who moved to Hong Kong to head planning, strategy and yield management for Microsoft Advertising in the Greater Asia Pacific region.

Prior to moving to Hong Kong, Doug was Director of Product Management where he was part of the team that launched adCenter (a Search advertising programme). Prior to joining the Microsoft Advertising team, Doug held product management positions in the Microsoft Office and developer tools businesses. Doug has worked in high tech for over 15 years, starting as a software engineer. Doug previously served as the Vice President of Sales and Services at AskMe Corporation. Prior to AskMe Doug led the product management team as Director of Product Management at Centerwheel. Doug got his BA in English Literature from Northwestern and also holds an MBA from the Darden School at the University of Virginia.

Jim Erickson

Senior Editor, Business & Technology, TIME Asia

Jim Erickson joined TIME in January 2002 as the magazine's Senior Editor, Business & Technology in Asia. Erickson has for more than 20 years covered business and technology at newspapers and magazines in the U.S. and Asia. In his most recent post, he was assistant managing editor at Asiaweek, where he participated in the publication's successful redesign and relaunch. As Asiaweek's technology editor, he also created and ran the magazine's quarterly technology supplement, TechSavvy, as well as a prior incarnation of the consumer technology guide, the monthly Asiaweek.com.

Before moving to Hong Kong in 1997, he was an award-winning business reporter for the morning newspaper in Seattle, Washington, where he covered major corporations including Boeing and Microsoft. In 1992, he co-authored "Hard Drive: Bill Gates and the Making of the Microsoft Empire," the first biography of Microsoft's famous chairman. The book became a New York Times best-seller.

Benjamin Grubbs

Regional Director, Interactive Media, Turner Entertainment Networks Asia, Inc.

Benjamin Grubbs is the Regional Director of Interactive Media for Turner Entertainment Networks Asia, Inc. (TENA).

Benjamin joined Turner in early 2008, and since then has led the development of an interactive business unit that is tasked to develop online consumer engagement and commercial opportunities across Turner's kids, animation and entertainment brands. In 2009, the Interactive Media unit is launching new online community-based games, and bringing to market online video and e-commerce services to complement Turner's television and consumer products businesses. TENA's kids and animation brands include Cartoon Network, POGO, and Boomerang, and its entertainment brands include Turner Classic Movies and WB India.

Prior to joining Turner, Benjamin was the Marketing Director for eBay, Inc's business in Hong Kong. He has worked in the Asia region since 2001, with stints at Yahoo! and eBay in Singapore and Hong Kong in marketing, sales and strategic partnerships roles.

Howard Hunt

Regional Business Development Lead, The Hyperfactory

Howard Hunt is The Hyperfactory's Regional Business Development Lead responsible for driving both agency and direct client partnerships across SE Asia.

Having been an integral part of the World-Wide Hyperfactory team since 2003, Howard has been instrumental in formulating mobile strategies for some of the World's best known brands and publishers including South China Morning Post here in Hong Kong. With vast experience in designing and deploying integrated mobile programs across multiple countries, Howard has acquired a deep understanding of both the technological and cultural nuances within this fast growing industry.

Part creative and part suit, Howard has delivered some amazing world first and award winning mobile campaigns for clients including Motorola, Nike, Johnson and Johnson and Coke.

