

Meet the Mentors

ADVISORY BOARD

CHAIR

ROBIN TARUFFELLI is Managing Director in Deloitte's Telecom, Media & Entertainment practice, where she leads a new partnership between Deloitte, Sony, Dell and Intel to bring to life their Innovation Studio, where clients will explore Augmented Reality, Virtual Reality, and Mixed Reality (AR/VR/MR) at Sony Innovation Studios.



VICE CHAIR

MERI HASSOUNI is VP Business Development at Giant Interactive, where she puts to work her passion for client relations and media technology. Since the launch of Giant Interactive, Meri has overseen client services and cultivated partnerships for Giant's digital servicing and authoring studio. She also supports Giant Pictures.



DARCY ANTONELLIS is Division President of Amdocs Media, a division of Amdocs, and CEO of Vubiquity Inc., which delivers premium content and user experiences across a host of digital, consumer-facing video services globally. She is a leader in the film industry's transition to digital technologies.



SOFIA CHANG is EVP US Distribution at WarnerMedia. A recognized leader of well-established, premium brands in competitive markets, she is responsible for



the U.S. cable, satellite and telco distribution businesses for the HBO/Cinemax Channels, in addition to vMVPDs and direct-to-consumer HBO NOW.

ANDREA DOWNING is Co-President of PBS Distribution (PBSd), a leading global media distributor for the public television community. A calculated risk-taker with deep industry knowledge, Andrea's vision brought PBSd's initial focus on physical goods to a multichannel, multi-format distribution unit, creating significant growth.



KARIN GILFORD is GM of Movies Anywhere, where she oversees product development, business strategy, marketing and long-term growth of all aspects of the Movies Anywhere brand and is the key liaison between the participating studios, responsible for representing their independent interests.



CHERYL K. GOODMAN is Head of Corporate Communications at Sony Electronics, where she develops and leads the corporate communications strategy for Sony North America. In this role, Goodman oversees executive and financial communications, corporate social responsibility programs and employee communications, and speaks for the company on innovation and future technology.



NADIA HANEY is VP Global Marketing, Emerging Technology for Universal Pictures Home Entertainment, where she oversees business development, integration and strategic marketing of existing, new and emerging entertainment technology and formats for the division on a worldwide basis.



DAMETRA JOHNSON-MARLETTI is GM for Digital Category Management in the Stores organization within Microsoft's Mobile Communications Business Group, with responsibility for all storefronts in Microsoft's \$8 billion-plus digital stores business. She works with external content partners in all categories to optimize customer experience and financial opportunities.



H. LOREN NIELSEN is VP Content Relations & Strategy for DTS Inc., where she leads the effort, in collaboration with content owners, to enable a flow of top-tier movies that utilize DTS:X sound, enabling more people to experience the next generation of immersive sound technology in theatre, homes and mobile devices worldwide.



MENTORS

RACHEL CRANG is VP Worldwide Technical Operations, Product Production at Paramount Pictures. She manages the logistical planning and execution of all aspects of production for disc and e-copy product.

HEATHYR JOZEL-GARCIA, a veteran of television marketing and production, is Executive Director, Television Post Production at ABC Studios, which she rejoined last year from Lionsgate Television.

BETH KEARNS is EVP Operations Strategy at 20th Century Fox Film, where she oversees key venture investments, business development partnerships, and internal technology advancements.

KEJO SWINGLER is Director in WarnerMedia's Technology, Content Operations department, working on global technology operations, foreign content aggregation, digital media production and global distribution.

KENNETH WILLIAMS is Executive Director and CEO of the Entertainment Technology Center at USC, a technology think tank that brings together top entertainment, technology and CE companies.

SAMARA WINTERFELD is VP Product Management for Home Solutions and Pro Content at DTS, where she is responsible for developing and sustaining end-to-end ecosystems that create and deliver DTS content.