



## **Steering Committee 2021-2022**

The D2C Alliance Council represents the global D2C industry and supports its members to help create a robust marketplace to lead the new era of content consumption. The Steering committee guides the Alliance's committees as they work to address key goals: collecting and sharing consumer data, understanding consumer motivation and behaviors, and aligning on consumer messaging.

### **Chair**

Matthew Strauss  
Chairman, Direct-to-Consumer and International  
NBCUniversal

### **Members**

Mark Garner  
Executive Vice President, Content Licensing and Business Development  
A+E Networks

Ron Lamprecht  
Director Corporate Business Development  
Amazon

Mike Pears  
Executive Vice President, New Platform Sales & GM, North American Distribution  
AMC Networks

William Greswell  
Executive Vice President, Digital Strategy  
BBC Studios

Ron Geller  
Vice President, Worldwide Content Relations  
Dolby Laboratories

Jonathan Zepp  
Media & Entertainment and XR  
Google

Matt Durgin  
Senior Director, North America Smart TV Partnerships  
LG Electronics

Mark Lee  
Head of US Content Business Development  
LG Electronics



3/1/2022

Pedro Gutierrez  
Business & Marketing Category Lead - Entertainment, Consumer Applications, and Advertising  
Microsoft

Hanno Basse  
Chief Technology Officer, Media & Entertainment at Microsoft  
Microsoft Azure

Dan Cohen  
President, Global Distribution Group  
Paramount Global

Andrea Downing  
President  
PBS Distribution

Nick Colsey  
Vice President  
Sony Electronics

Ali Hoffman  
President, Domestic Networks  
STARZ

Janice Pearson  
Director, Business Development  
Synamedia

Michael Paull  
President, Disney Streaming  
Walt Disney Company

Bill Neighbors  
Chief Content Officer - DTS | HD Radio | IMAX Enhanced | TiVo  
Xperi