



Steering Committee 2022-2023

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

Jennie Baird
Executive Vice President & Managing Director, Digital News & Streaming
BBC Studios

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

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



11/22/2022

Simon Crownshaw
Worldwide Strategy Director - Media & Entertainment
Microsoft Azure

Dan Cohen
Chief Content Licensing Officer
Paramount Global

Andrea Downing
President
PBS Distribution

Ali Hoffman
President, Domestic Networks
STARZ

Adam Lewinson
Chief Content Officer
Tubi

Alisa Bowen
President, Disney+
The Walt Disney Company

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



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