

## Vita

### Scott Burnett

*Director, Strategy & Business Development  
Digital Convergence Group, IBM Research*



**Scott Burnett is responsible for the Business Development and the Strategy of the Digital Convergence Group at IBM and led the Philips Net TV Project of IBM and Philips in Europe.**

Scott Burnett is responsible for leading business development focused on IBM business within the emerging digital convergence market across the consumer electronics, media & entertainment industries for next generation media solutions, including IPTV and related media systems managing services, cloud computing and microelectronics interests.

Scott Burnett has served in numerous capacities at IBM ranging from executive roles within several start-up EBO groups. As the Global Marketing Director for IBM's Digital Media Group, Scott Burnett lead the worldwide marketing strategy and market development for IBM Digital Media solutions, focused on establishing IBM as a leader in the emerging \$50 billion digital media market.

Prior to joining IBM, Scott Burnett served as Vice President, Marketing for Liquid Audio, guiding Liquid Audio's global marketing strategy and positioning its IPO and Liquid Audio brand as a major player in the initial market for digital music delivery via the Internet. Scott Burnett's film and entertainment studio experience includes Vice President of Corporate Brands at Warner Bros. Studios, organizing global branding efforts across company divisions, and Vice President of Warner Bros. International Production Group as well as Director Administration, Disney Character Voices at The Walt Disney Company, managing the international release of animated productions including brand management.

Among Scott Burnett's 28 years of marketing, brand management, business development, sales and production management experience in the media industry, he has also consulted for a number of media companies.

Scott received an MBA from the University San Francisco in 1985 and Bachelor of Arts degree from St. Thomas University in St. Paul, Minnesota in 1981. As an Associate Professor, he taught marketing at the University of San Francisco.

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