



David Barron, SVP, Brisbane Digital Consulting Group

BIOGRAPHY

David Barron is Senior Vice President, responsible for Business Affairs, Administration and Market Development for Brisbane Digital Consulting Group (www.BrisbaneDigital.com). He also serves as an engagement manager or executive consultant for a number of key clients and executives. He provides expertise in the areas of strategic planning, business modeling, interactive content, technology licensing, marketing and operations management.

Prior to Brisbane Digital, David worked with some of the most successful companies in the world, including Apple Computer, General Electric, Microsoft, Motorola, SBC Communications and The Walt Disney Company. David has held management positions with responsibilities for launching new products & emerging technologies, developing product licensing & distribution strategies, negotiating contracts and managing joint ventures & strategic alliances.

David holds a law degree from Chicago-Kent College of Law, a Masters degree in Business Administration from the Illinois Institute of Technology and a Bachelor of Science in Marketing and Computer Science from Ithaca College. He has been a featured speaker for a number of industry events including the Digital Media Summit and Digital Hollywood and is a member of the Academy of Television Arts and Sciences, the Cable Telecommunications Association for Marketing and the Hollywood Radio and Television Society.

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