



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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Guy Finley, Director of Membership Services, Media & Entertainment Services Alliance (MESA)

BIOGRAPHY

Guy started his career in the entertainment industry as a successful performer and producer, making music with industry giants such as Phil Ramone, Elliott Scheiner, and Dave Grusin, among others. His New York City based group was signed to Larry Rosen's N2K Encoded Music, the first record company to distribute music via digital downloads. As acting manager, Guy personally negotiated their recording contract and concurrent publishing deal with Warner/Chappell Music, the summit of his 10-year career in the music industry.

Guy joined the home entertainment industry in 2000 as President of LFA, Inc., providing home video brand and business consulting services for a worldwide clientele. His firm represented JVC (Victor Company of Japan, Ltd.) in North America licensing the loading and duplication of VHS videocassettes bearing the VHS Logo Trademark.

In 2005 He joined the Content Delivery and Storage Association (then IRMA, International Recording Media Association) where he pioneered the CDSA Daily News Portal, co-chaired the accountability sub-committee of the EPCglobal Item Level Tagging Public Policy Steering Committee and helped form the Plastic DVD Packaging Standards Committee, authoring the standard used to certify media packaging plants around the world.

In 2008 he founded the Media & Entertainment Services Alliance (MESA) and as Director of Membership Services his current responsibilities include coalescing service providers to the Hollywood studios, independent content holders, video game publishers and music labels; facilitating discussions about collaboration and innovation in the home entertainment industry along the physical and digital supply chain; directing the DiscMail Direct Coalition an initiative promoting the use of CD/DVD in direct mail; and driving MESA's successful conference academies (ESCA: Entertainment Supply Chain Academy, ESCA Europe, Blu-Con, CESCA: Consumer Electronics Supply Chain Academy, GameSupply: Supply Chain Academy for Interactive Entertainment, Entertainment Content protection Summit and the upcoming Hollywood IT Summit (to be held March 17th at Pepperdine University). In January of 2010, CDSA formally announced their management agreement with MESA.

MESA: <http://MESAlliance.org>

CDSA: <http://CDSAonline.org>

DMDC: <http://DiscMailDirect.com>

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