



**2012 Marshall International Case Competition
Judges Biographies
February 18, 2012**

Mitra Best

*U.S. Innovation Leader,
PricewaterhouseCoopers*

Mitra Best is the U.S. Innovation Leader at PricewaterhouseCoopers (PwC). In this role, she leads the disciplined approach to inspire, evaluate and implement innovative ideas across the organization with the critical mission of supporting the development of new services and market opportunities across industries. Ms. Best influences and advises PwC senior leaders on new ideas and approaches to organizational strategy, works with clients and third parties to foster open innovation, and promotes the PwC brand as an innovative leader in the marketplace. She joined PwC in April 1999 in the Office of Global CIO, as marketer, technologist and strategist. Before being appointed as the Innovation Leader for the U.S. firm, Ms. Best served at the Technology Leader for the PwC Knowledge Services Organization and Business Strategy Leader for the PwC Center for Advanced Research. Prior to joining PwC, her professional roles included Vice President, Business Development at BookMark Communications, and Founding Partner at Syntext, managing technology clients for a creative agency. She began her career as a software engineer and quickly moved into product and marketing strategy. She earned her bachelor's degree in Computer Science and Linguistics from UCLA and a Graduate Management Certificate in Innovation & Strategy from the MIT Sloan School of Management.

Deborah Bothun

*Partner, Entertainment and Technology Practice
PricewaterhouseCoopers*

Deborah Bothun is a Partner in the Advisory practice in the Los Angeles office of PwC. She leads the US Advisory Entertainment, Media and Communications practice, focusing on assisting clients in adapting to the changing content and distribution marketplace. Ms. Bothun specializes in market entry analysis, commercial and financial due diligence, corporate business planning and strategy, and crisis management. She has over 20 years of experience working with Fortune 500 E&M clients. A recognized industry expert, Ms. Bothun has been featured at

several industry conferences, and she is frequently quoted in trade publications on industry issues. She is a primary editor to the Global Entertainment and Media Outlook and has contributed to dozens of thought leadership papers and research briefings on topics driving the industry. She most recently published an article that explores consumer's willingness to pay for premium content across various devices. Ms. Bothun is a member of the Institute of Chartered Financial Analysts (CFA), and is an advisor to several community organizations including Women in Film and Clare Foundation, where she was also a past board member. Ms. Bothun serves as Strategy Chair for the Institute for Communication Technology Management (CTM) with the USC Marshall School of Business. She is the recipient of the 2007 Cruz de Plata Award of Distinction, received from The Expresion En Corto Film Festival, the largest festival in Mexico, for her achievements in the E&M industry, as well as the 2009 Founders Award from the Association of Entertainment and Media Counsel for her support of the industry. She is a member of other industry organizations, including the Academy of Motion Picture Arts and Sciences.

Tim Clark

Consultant,

TG Clark and Associates

Tim Clark was a partner with Booz, Allen & Hamilton and with Coopers & Lybrand. In addition, he was a marketing executive with General Foods Corporation and Arrowhead Water. He has also been an investor, corporate director and independent business consultant. Mr. Clark currently teaches business consulting as an adjunct faculty member in the M.B.A. program at the USC Marshall School of Business. He received his bachelor's degree in economics from USC, and an M.B.A. in marketing, with honors, from the Harvard Business School.

Desmond Daly

Certified Financial Planner,

Shuster Financial Group at AXA Advisors, LLC

Desmond Daly is a Certified Financial Planner professional with Shuster Financial Group at AXA Advisors, part of the Global AXA Group. Prior to joining AXA in 2001, he worked in consumer goods sales for eight years as an independent contractor managing more than \$5 million in sales for 15 manufacturers. In 1993, he was the western regional sales manager for a frozen food manufacturer where he was responsible for \$17 million in sales to club retailers. From 1988 to 1992, he was a buyer and category manager at Ralphs Grocery Co. He started at Ralphs supermarket chain in store staff positions in 1980 after emigrating from Ireland. Mr. Daly received his B.S. in marketing from USC and his M.B.A. in finance from California State University, Fullerton. He completed the required courses for the CFP designation at the University of California, Irvine.

Steve Dealph

*Manager, Learning and Organizational Development,
Warner Bros. Entertainment, Inc.*

Steve Dealph is a member of the Organization Effectiveness Team for Warner Bros. Entertainment, Inc. in Burbank, CA. In his current role he supports individuals, teams and divisions within Warner Bros. be more effective at what they do through leadership development, change management and alignment, organizational strategy and talent management, and learning and skill development. Steve came to Warner Bros. in 2007 as part of the team implementing SAP across Warner Home Videos global supply chain. He now works with many aspects of Warner Bros., including Home Video, MIS and Technical Operations, Digital Distribution and Games/Interactive Entertainment. Prior to Warner Bros., Steve spent over 20 years providing leadership development and stakeholder engagement support in the field of higher education, including institutions such as Northwestern University and Miami University in Ohio. He also served as an independent consultant delivering continuous improvement training for the United Auto Workers and auto industry. Steve has a B.A. in Marketing from the University of Southern Indiana and an M.A. in Learning Development Theory from Bowling Green State University in Ohio.

Thomas Hamilton

*Executive Vice President, Production,
Mortgage Management Consultants, Inc.*

Thomas Hamilton is Executive Vice President, Production at Mortgage Management Consultants, Inc., a full-service mortgage banking company. Prior to this role, he was President and Co-founder of Flagship Mortgage Company, a residential mortgage brokerage firm, for more than 15 years. Earlier in his career Mr. Hamilton spent 18 years at GMAC Mortgage in various positions including Vice President and Corporate Broker for California. Mr. Hamilton has helped thousands of homeowners with the financing of their residential properties and trained hundreds of mortgage loan originators to treat their customers as they would be treated if they were the customer. He has a California real estate broker license and Nationwide Mortgage Licensing System (NMLS) endorsements for CA, AZ, and TX as well as California fire, casualty and life insurance licenses. Mr. Hamilton has been a longtime supporter of the Natural History Museum of Los Angeles County. For the last 11 years, he has mentored undergraduate students in the USC Marshall School of Business Career Advantage Program. 2012 will be the sixth year Mr. Hamilton has been a judge in the Marshall International Case Competition. He graduated from the USC Marshall School of Business in 1975.

Maribel Hines

*Manager, Learning and Organizational Development,
Warner Bros. Entertainment, Inc.*

Maribel Hines is a member of the Organization Effectiveness Team for Warner Bros. Entertainment, Inc. in Burbank, CA. In her current role she manages enterprise-wide learning and development initiatives across the Studio. The programs her team supports helps individuals, teams and divisions within Warner Bros. be more effective in their roles. Prior to Warner Bros., Maribel spent over 12 years managing the learning and development function in companies across the following industries: consumer products, multi-level marketing, and non-profit education. She also frequently conducts resume writing/interview workshops for students at Loyola Marymount University and is a faculty member with the University of Phoenix, teaching Employee Development, Human Resources Management, and Change Management courses. Maribel has a B.S. in Public Policy & Management from the University of Southern California and an M.B.A. with Human Resource Management emphasis from the University of Phoenix.

Yaoshiang Ho

*Business Development Principal,
Google*

Yaoshiang Ho is a Business Development Principal at Google, where he has managed media and technology partnerships for products including Google Offers, YouTube, Commerce Search, and Google Books. Mr. Ho came to Google from Metro-Goldwyn-Mayer Studios, where he managed MGM's digital distribution efforts across transactional VOD, online advertising sponsored video, and mobile. Prior to MGM, he worked at the Associated Press as a Business Planning Manager, and Amazon as a product manager for the Amazon Instant Video service. Mr. Ho started his career in Silicon Valley as a software engineer. He holds a B.A. from the University of California at Berkeley, an M.S. from Stanford University, and an M.B.A. from Harvard Business School.

Lucy Hood

*Executive Director,
Institute for Communication Technology Management, USC Marshall School of Business*

Lucy Hood is a highly respected industry expert on corporate strategy and business innovation in telecommunications and digital entertainment who oversees the Institute for Communication Technology Management (CTM) at USC, a leading organization at the intersection of technology and media. Prior to joining the USC Marshall School of Business, Ms. Hood was President of Fox Mobile Entertainment where she was widely known as an architect of corporate digital strategy, building News Corporation's mobile business. She was responsible for many industry firsts at Fox, including leading the groundbreaking "American Idol" mobile efforts, which included text messaging to mass media in the United States in 2001. Fox Mobile Entertainment also received the first Emmy® nomination for mobile with the video series

"24:Conspiracy." Ms. Hood started her career at News Corp over a decade ago and was a key executive in launching numerous technology businesses at Fox, including Fox.com, FX Cable and the News Corp Content Group. Previously, she was an executive at Paramount Pictures. She holds an M.B.A. from Columbia University's Graduate School of Business and a B.A. from Yale University.

James Horstman

*Manager of Enterprise Information Management,
Southern California Edison*

Jim Horstman is the manager of Enterprise Information Management in the Information Technology and Business Integration business unit of Southern California Edison. In this position he manages the implementation and support for application databases and the development and implementation of business intelligence solutions for the enterprise. Additionally he is responsible for the development and implementation of enterprise strategies and frameworks such as data governance and metadata management. He is a well-respected industry leader participating in and contributing to industry forums such as the GeoSpatial Information Technology Association, the OpenSmartGrid group, and UNITE, a utility consortium for sharing best practices. He holds an M.B.A. from the USC Marshall School of Business and an undergraduate degree from California State University, Los Angeles.

Paul Kinscherff

*CFO, International Finance,
The Boeing Company*

Paul Kinscherff was named Chief Financial Officer for International Finance in April 2011. In this role, he is responsible for delivering an integrated enterprise international finance strategy for Boeing's growing global sales and operational presence. Mr. Kinscherff also oversees the finances of Boeing International offices and facilities in more than 18 countries around the world. From 2008 to 2011, he was Vice President of Boeing International and President of Boeing Middle East, and was instrumental in expanding Boeing's business and strengthening Boeing's image and reputation in the region. Kinscherff has also served as Boeing's Vice President of Finance and Treasurer, on the Board of the Company's finance subsidiary, Boeing Capital Corporation, and as Vice President of Investor Relations after joining Boeing as Assistant Treasurer in July 1999. Previously, Mr. Kinscherff worked at Lockheed Martin for ten years serving in progressively responsible roles, including director of Corporate Finance, Director of Finance for the Information and Services Sector, and Director of Customer Finance. He started his career with Atlantic Richfield in international corporate audit. Mr. Kinscherff graduated summa cum laude with Phi Kappa Phi honors from the University of Southern California (USC) with a bachelor's degree in public administration. He earned master's degrees in both business and public policy from the University of Texas at Austin. He currently serves on the leadership boards of the McCombs School of Business at the University of Texas, the USC Marshall School of Business and the Chicago Council on Global Affairs.

Gary Kirkpatrick

*Director of Planning and Finance,
Universal Pictures*

Gary Kirkpatrick joined Universal in 1995 and now serves as Director of Planning and Finance. His key areas of responsibility have included the development and oversight of the marketing budgets for domestic theatrical films, international theatrical films, and home entertainment releases. He also serves as the key financial liaison for Universal's distribution deals which have included DreamWorks, Lionsgate, Mattel, Summit Entertainment, and Screen Media Films. He also served as Chief Financial Officer for the North American HD DVD Promotional Group partnering with Toshiba, Warner Brothers, Paramount, Microsoft, Hewlett Packard and Intel in the recent DVD format war. Mr. Kirkpatrick has also been the business lead for the pilot and subsequent studio wide implementation of SAP and oversees the development of many of the websites and systems for the studio. Mr. Kirkpatrick's previous experience includes serving as controller and chief financial and administrative officer for Clifford Electronics, Inc., a high-tech consumer electronics and car alarm company; founding his own company, Kirkwood Development, Inc., and working in real estate development and construction, film and cartoon production and consulting. Mr. Kirkpatrick received his M.B.A. from the USC Marshall School of Business, with an emphasis in entrepreneurship and venture management, and a minor in real estate finance. He also received his B.S. in Business Administration from USC with an emphasis in finance.

Lindsey Levine

*District Manager,
Altria Group Distribution Company*

Lindsey Levine is currently a District Manager at Altria Group Distribution Company where he is responsible for the sales of Philip Morris products in the Los Angeles market. He and his team of 30 are responsible for the execution of both promotional and merchandising programs in over 3,000 retail stores in Los Angeles. Mr. Levine has been with Altria for 20 years, where he has held numerous positions in the sales department. Prior to Altria, Mr. Levine was the Sales Manager at Empress Foods, a small health food manufacturer in the Los Angeles area. He is a frequent guest speaker at the USC Marshall School of Business. He received his B.A. at the University of Rhode Island.

Richie Olson

*Financial Analyst,
Walt Disney Imagineering*

Richie Olson is a financial analyst for Walt Disney Imagineering (WDI), the branch of The Walt Disney Company that dreams up, designs and builds all theme parks, attractions, cruise ships

and other immersive entertainment experiences at Disney destinations around the globe. He is responsible for financial support to various divisions and projects within WDI, including developing annual operating plans, forecasts and project cash flows, with particular support to the Creative Entertainment, Project Management, Construction Management and Pre-Development teams. Richie began his Disney career in 2007 as a financial analyst in the Food, Health & Beauty division of Disney Consumer Products. Since moving to WDI in 2008, he has supported the financial aspects of the expansion of Disney California Adventure Park (Disneyland Resort, Anaheim, Calif.), the expansion of Fantasyland at Magic Kingdom Park (Walt Disney World Resort, Orlando, Fla.), Shanghai Disney Resort and several other large-scale capital projects. Active in the USC Career Advantage Mentoring Program, he enjoys spending time with his mentees. Richie holds a degree in business administration with a concentration in finance from the University of Southern California.

Ramon Reynoso

*Senior Manager,
Ernst & Young*

Ramon Reynoso is a Senior Manager with the Climate Change and Sustainability Services practice at Ernst & Young. Mr. Reynoso specializes in identifying and capturing energy-efficiency and renewable-energy incentives for his clients. In addition, his practice also focuses on green strategies such as the certification of real estate under sustainable standards, as well as offering a turn-key solution for renewable energy projects. Prior to his current position, Mr. Reynoso worked at KPMG, LLP where he focused on green and energy incentives under the Global Location and Expansion Services practice. After obtaining his B.A. at USC, Mr. Reynoso spent 15 years in the insurance industry with Prudential Financial where he rose through the ranks to become managing director of one of the top sales offices in his company. Subsequent to obtaining his M.B.A., also at USC, he worked at Gartner, Inc. as an IT strategy consultant in the state and local government practice.

Glenn Rosten

*General Partner,
Centinela Associates*

Glenn Rosten currently owns and manages a portfolio of small office/commercial and industrial buildings. During his professional career, Mr. Rosten worked in a number of different industries, including publishing, consumer goods manufacturing and distribution. He also owned a small chain of photography studios. He received his B.S. in Business Administration from USC and his M.B.A. from the University of Arizona. Currently, he serves on the boards of various charitable and government organizations and does volunteer work teaching underprivileged children about careers and business.

John Smelzer

*Vice President, Emerging Businesses,
Yahoo!*

John Smelzer is a senior digital media executive with 20 years of experience across the spectrum of content and platforms. Mr. Smelzer is currently VP, Emerging Businesses at Yahoo!, where he leads Yahoo!'s monetization solutions for premium publishers. He was Co-Founder of the online ad network 5to1, from inception through to acquisition by Yahoo! Mr. Smelzer previously served as SVP and GM of Mobile for Fox Interactive Media, overseeing the mobile extensions of MySpace.com, FOXSports.com, IGN.com and others. He joined News Corp. in 2001 as Director, Business Development for FOXSports.com, a role in which he pioneered industry-leading mobile and broadband initiatives for FOX Sports. Prior to joining News Corp., Mr. Smelzer held senior business and legal positions with NBC Olympics, the NFL and the 1994 World Cup Organizing Committee. He is a graduate of UCLA and the NYU School of Law.

Patrick Srail

*Head of Mobile, Emerging Platforms
Hulu*

Patrick Srail is the Head of Mobile at Hulu and is responsible for product management and strategy of Hulu on phones, tablets, consoles, and upcoming platforms. In his prior role as Director of Product Management at Fox Interactive / Myspace he oversaw the strategy, development, and operations of a portfolio of entertainment products including the web's 9th-most trafficked video site and established Myspace's Internet-Connected TV business. Previously, Patrick held management positions at Sony Pictures Digital, founding the group's digital marketing R&D lab, and at Sony Connect where he led the development of Sony's first video download store. He has also worked in Fortune 500 consulting, mobile, several dotcoms, and has retired as an aspiring comedy writer. He holds degrees in economics and engineering from USC and enjoys using emerging technology to advance the way business is done.

Jody Tolan

*Professor,
USC Marshall School of Business*

Jody Tolan is an experienced program designer and facilitator with expertise in leadership and management development programs that help organizations develop high-performing managers and teams. Prior to joining the faculty, Ms. Tolan worked in the USC Marshall Office of Executive Education with national and international clients in professional services, banking, high tech and health care, among other industries. She was also program team leader for several professional graduate degree programs. Ms. Tolan began her career working as a staff assistant for U.S. Senator Paul Tsongas in Washington, D.C., followed by a founding role in the

Democratic Leadership Council as Assistant Director. She also held several positions with various boutique consulting firms in New York City, primarily focusing on strategic corporate communications, strategic marketing, and strategy development for domestic and international clients.

Greg Vecellio

*West Area Controller,
Aggreko*

Greg Vecellio is currently West Area Controller for Aggreko where he oversees accounting, budgeting, forecasting and management reporting for the western United States. Prior to joining Aggreko, Mr. Vecellio was Director of Financial Planning and Analysis for a division of SunGard. He received his B.S. from California State University and his M.B.A. from USC Marshall.

Christopher Wagner

*Chief of Appeals,
Internal Revenue Service*

Christopher Wagner serves as Chief, Appeals, for the Internal Revenue Service. In this position, he is responsible for overseeing the operations of the administrative forum for taxpayers contesting an IRS compliance action. The Appeals mission is to resolve tax disputes without litigation; it provides an efficient, independent administrative appeal process for all taxpayers. Mr. Wagner began his IRS career as a revenue agent in 1977 as a co-op student at the Loyola Marymount University in Los Angeles. Prior to entry into the Executive Development Program, he served in numerous managerial positions with responsibility for both collection and examination programs. Mr. Wagner has had a diverse executive career in the Internal Revenue Service. His first executive assignment was as Director, Centralized Workload Section, where he was responsible for selection and delivery of examination and collection cases to IRS campuses and field offices. Mr. Wagner also served as Deputy National Taxpayer Advocate for the Taxpayer Advocate Service (TAS), where he managed operations and directed employees who advocated for taxpayers by helping them resolve problems and recommending changes to prevent problems. Following this assignment, he served as the Deputy Commissioner for the Tax Exempt and Government Entities Division (TE/GE). Next, Mr. Wagner worked as the Deputy Commissioner for Small Business/Self-Employed (SB/SE). In August 2008, he was selected as the Commissioner of SB/SE where he was responsible for the service and enforcement programs for taxpayers who file personal, corporate, employment, excises and estate and gift tax returns as well as other Servicewide programs.

PENDING BIOS:

Sherri Brown

*Vice President, Enterprise IT,
The Walt Disney Company*

Beth Kearns

*Vice President, Digital Media,
Fox Entertainment Group*

Afshin Moghavam

Deborah Newman

*Vice President, Business Process Improvement,
Warner Bros. Entertainment, Inc.*

Mary Shelton Rose

*Partner,
PricewaterhouseCoopers*