

SR.MANAGER,MULTIMEDIA PRODUCTION

GLOBAL 2000 ENTERPRISE TECHNICAL BUYER



NAME:
Mark S.

VERTICAL:
Enterprise / Corporate

COMPANY:
Westar Telecom, Inc.

DEPARTMENT:
Marketing

Years in job: 4
Reports to: Director/VP
Salary: 88k
Education: College
Age: 38

Daily Responsibilities & Accountabilities

Managing widespread tasks such as performing multimedia installations, cross-functional department support, special event strategy, setup and operation, multimedia engineering and equipment repair

Doing due diligence, evaluating and making purchase recommendations for the acquisition of system components, software, vendors, and consultants

Selecting, training and managing employees assigned to his group

Researching and maintaining expert-level currency in existing and emerging technologies, as well as immediate issues

Planning and managing day-to-day operations of executive, training lab, auditorium, and conference room presentations, assets, and materials

Acting as consultant on media projects and proposals with department heads and executives

Top of Mind Issues where we can help

How can I fulfill all the productions everyone needs done?

Will our finished work product make the brand look good?

(And will the finished work product make my *demo* reel look good?)

Can I maximize company use of department services - and offer enough of the services other departments want?

Do I have to do everything myself, or can I keep people of a variety of levels trained and practiced on operation?

Constant, instant readiness to react

Attempting to be more pro-active and less re-active

How He Stays Informed

Industry Trade Shows

- NAB / IBC
- Streaming Media
- InfoComm / ISE
- BVE

Industry Associations

- CMMMA
- MCA-I

Industry Publications

- AV Magazine
- Streaming Media
- Online Media
- Videomaker

Communities & Forums

What he's thinking

“ I'm tired of
always being
the hero ”