

2009 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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**Guy Finley, Director of Community Development,
Media & Entertainment Services Alliance**

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 became the Director of Operations for CDSA (then IRMA, International Recording Media Association) where he pioneered the 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 packaging plants around the world).

As Director of Community Development for MESA, Media & Entertainment Services Alliance, his current responsibilities include coalescing the service providers to the Hollywood studios and independent content holders; facilitating discussions about collaboration and innovation in the home entertainment industry along the physical and digital supply chain; and driving MESA's successful conference academies (ESCA: Entertainment Supply Chain Academy, ESCA Europe, Blu-Con: Congress on Blu-ray Innovation, CESCA: Consumer Electronics Supply Chain Academy and GameSupply: Supply Chain Academy for Interactive Entertainment).

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