

2010 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



Guy Finley, Director of Community Development, Media and 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.

In late 2007 he left CDSA (formerly IRMA, International Recording Media Association) an organization founded by his grandfather, as ITA (International Tape Association) in 1970. This global trade association's membership includes companies involved in every facet along the digital and physical media supply chain.

Returning to his position as President of LFA, Inc., he provides home video brand and business consulting services for a worldwide clientele. Services included acquisition, marketing and promotion of home video products. The firm also represented JVC (Victor Company of Japan, Ltd.) to license the loading and duplication of VHS videocassettes bearing the VHS Logo Trademark.