



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



Marty Shindler, The Shindler Perspective

Biography

a business perspective to creative, technology and emerging companies has been Marty Shindler's hallmark for more than twenty five years, including over thirteen years in the professional service industry, ten of which have been with The Shindler Perspective. Marty's association with many high profile companies has caused him to accumulate a vast amount of knowledge and experience in many aspects of entertainment, technology and business practices of a myriad of companies. His rare combination of providing professional services and hands-on executive management makes him uniquely qualified to offer a valuable perspective to his clients. Marty is equally effective in both large corporate settings and in small privately held organizations.

Career highlights

Since early 1996, Marty Shindler, through The Shindler Perspective, has provided management and business expertise to a wide range of creative and technology companies. Clients range in size from larger multi-national corporations and large and small privately held organizations to small entrepreneurial businesses and start-up operations. Industries include visual effects, high end computer graphics software, post production, computer animation, 3D stereoscopic technology, production equipment, production services, specialty theaters, digital imaging, insurance, e-learning, storage technologies, Internet content and content development for wireless technology.

In late 1987, drawing upon his many years in various financial and administrative roles with two major studios and a smaller production/distribution company, Marty joined the entertainment division of global CPA/consulting firm Coopers & Lybrand (now PriceWaterhouseCoopers). Clients were involved in film & TV production, studio operations, sophisticated visual effects, post production, video game development and database software, among others. Marty was also active in the office practice development efforts, involved in developing a training course for staff members working in the entertainment practice and fielding industry specific questions from other C&L offices with entertainment industry clients.

In mid-1989, Marty joined Industrial Light & Magic (ILM) and served this fast growing company as Director of Finance. Responsibilities included the customary financial functions as well as information and technology systems, purchasing, business affairs and for most of the last year at ILM, the camera engineering department. During this time, he represented the Company as a Trustee to IATSE Local 16 Pension Health & Welfare Funds.

In early 1993, Marty, initially having consulted in establishing its business operations, was hired by Eastman Kodak as VP Sales & Marketing for its start-up digital studio, Cinesite. Within three years, the Company had achieved profitability and wide recognition for its work.