

Introducing...

Craig Forman



"This is an unprecedented era – the only constant is change. Old structures are crumbling and the consumer is in control like never before. But vision isn't enough. The winners will be those who can leverage a breakthrough idea and combine it with great customer experience and smooth execution. Let's get started." - Craig Forman

Craig Forman created the business strategy for EarthLink's \$1 billion consumer business. He led Yahoo's News Division to #1 in traffic, ahead of CNN. Recently, he served as the Executive Chairman of Where, a leading location-based mobile media applications and advertising company bought by PayPal in 2011. He is the Executive Chairman of Appia, the fast growing mobile applications discovery and download marketplace. He has also successfully started and advised several successful software, content, interactive TV and mobile startups. He was part of the founding team to take search engine pioneer Infoseek public.

Early in his career, Craig was a WSJ foreign correspondent and bureau chief in Japan. He was part of a team that was a Pulitzer Prize finalist for its coverage of the 1991 Persian Gulf War. In addition, Craig has appeared on CNN and NBC providing news commentary.

Leading through Innovation and New Media

Craig Forman uses his operating experience and Board oversight to speak about consumer engagement in the fast changing digital landscape. He is available to speak about innovation and change, corporate leadership and teamwork, product creation and development, and the role of mobile and the internet in the changing telecommunications and media environment.

As the EVP and President of EarthLink Inc.'s Consumer Business unit, Forman created the strategy for roughly \$1 billion in revenue and \$300 million in Ebitda. He also oversaw for all aspects of the group's operations including product, sales and marketing, IT, infrastructure, and customer service. Under Forman's leadership, EarthLink achieved monthly value-added services revenue growth of 500% in only three and a half years.



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Craig Forman

Creating Breakthrough Customer Experiences/Leading through Innovation and New Media

Prior to EarthLink, Forman was Yahoo!'s VP and GM of Media and Information, leading the Yahoo! News division to the top spot, surpassing CNN. Forman has been a serial entrepreneur and is a Board member and adviser for several startups at the intersection of media, communications and technology.

Forman also was a senior operating executive at Time Warner's CNN Group and Time Inc. divisions, and at The Wall Street Journal/Dow Jones. As VP at CNN Financial News, Forman led the team that made CNNfn.com, now CNNMoney.com, the first profitable news site. As VP-Worldwide Development at TIME New Media, Forman managed the internet businesses of Fortune and Money magazines while also serving as CEO of Thrive, a healthy-living joint venture with AOL.

Forman has a master's degree in law from Yale and an undergraduate degree from Princeton.

"Regardless of our business, we are fighting a battle to keep our customers' attention. We can use time-tested techniques to keep our current customers longer and engage with our new clients faster, more cheaply and with more loyalty." Craig Forman

Craig's speeches include: **Creating Breakthrough Customer Experiences and Leading through Innovation and Digital Media.**

Audiences will learn how to benefit from the changing media landscape and how to use new technologies to engage with their customers. They will also see how innovation can invigorate their teams and companies. Whether you're in the media business or you want to effectively engage with your customers through media, Forman will tell you how. The speech can be customized for the following audiences:

1. Public Relations, Media
2. Managers, executives and CEOs
3. Technology Professionals
4. Telcos
5. Associations

Clients:

Wall Street Journal

We Media

American Marketing Association

France Telecom

The Advertising Council

Sun Microsystems at the World Economic Forum

Testimonials:

"Craig is unique in his ability to describe how you and your customers can survive and thrive amid the changing landscape of technology, telecommunications, internet and media. With his background as a journalist, internet entrepreneur, and telecommunications executive, Craig energizes and enlightens any gathering."

Gordon Crovitz, former publisher, The Wall Street Journal

"Craig is an innovative thinker and operator who shares insights that are engaging, inspiring and valuable."

Anne Bouverot, France Telecom, Executive Vice President, Mobile Services

"Few people have been as prescient about the impact of digital technologies and communications as Craig Forman. And fewer still have put their insights around managing successful businesses in the digital age. Craig stirs audiences with his passion as a digital entrepreneur and the skill of a talented storyteller." Dale Peskin, founder WeMedia and iFocus Consulting, Inc.



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