

# Resume of Peter R. Challinger

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## Background Summary:

My experience includes executive responsibilities at several different sized companies, and a range of sales, marketing and product management activities. Marketing expertise includes new product development, market development, advertising, P.R., print and electronic collateral and trade shows. I have extensive international experience covering Europe, Asia and the Americas and a strong background in electronic media going back over 20 years. Management experience includes restructuring a US subsidiary as CEO, running a 15 person operations group, located in three different countries, and planning and launching the Sales and Marketing group at a new VC funded startup. I have always enjoyed meeting customers, learning about their needs and explaining the benefits of complex new technologies. I am excited about the new opportunities continuing to open up for media delivery by non-traditional channels and the growing ability of virtualized systems to take on many of the tasks that currently require dedicated hardware.

## Experience:

**Bannister Lake Software Inc., Ontario, Canada.** Contract relationship through Pacific Media Technologies as VP Business Development from Sept 2013 through August 2015. Working for the owner, came on to implement some general business structural improvements, negotiate partner agreements with Ross and others, raise the company's visibility in the US market, and participate in defining new features and products.

**Photon Beard Ltd., UK,** Contract and distribution relationship with this small lighting manufacturer from January 2013 and ongoing. Working with the MD on ways to get visibility in the US, advise on US Operations and general business, and act as a distribution channel for end users through Pacific Media Technologies.

**Pixel Power Inc., Burbank, CA.** CEO from April 2007 through December 2012. Reporting to the Board in the UK Specific achievements included: Moved HQ from Florida to Burbank and set up new office better suited to material handling and customer demo activities. Grew sales despite global and industry specific recession. Added procedures to ensure compliance and benefits package to attract employees. Replaced staff, provided leadership and built company into a cohesive team. Upgraded customer support to deal with accumulated backlog and handle growth. Provided the "face" of the company to the press and major strategic customers. Developed relationships with major system integrators. Acted as a member of the executive management team in the UK guiding overall company strategy.

**Pacific Media Technologies, Vina, CA.** October 2006 through March 2007. 6 month consulting agreement with Pixel Power UK to conduct a strategic review of their US operation, advise on office locations, staffing, marketing and sales activities and to recruit a CEO or come on board to implement recommendations.

**Modulus Video Inc. Sunnyvale, CA.** Consulting agreement from December 2006 through March 2007. Short contract to help Modulus with broadcast acceptance of their MPEG-4 Encoder technology in the US and in Japan. Involved representing Modulus at trade show and customer events in New York, LA and Tokyo.

**Edifis Media Technologies Inc. Vina, CA.** President of a JV corporation set up with Edifis Ltd, a small UK manufacturer, from March 2005 to March 2007.

Specific activities included: Incorporation and set up of new company. Introduction of company and products to the high end US post market through advertising and PR using both traditional and on line channels. Built relationships with key potential accounts in LA and other major Post markets. Worked with major customers and freelance colorists to demonstrate advantages of the product and train operators. Created significant demand for the 2K data-centric product in development. Unfortunately cashflow problems and development delays in the UK caused the UK owners to shut down the whole operation.

**Quartz Electronics Ltd., Reading, England.** Various contract roles from January 2000 to October 2005, including Director of U.S. Operations and Director of Worldwide Marketing for the UK parent. Executed US market entry for this UK Company, leading to the establishment of a local subsidiary and, ultimately, acquisition by Evertz to take them into the routing and master control market.

Specific activities included: Introduction of company and products to the US market. Planned and executed the opening of a US subsidiary in Nevada City, CA. Helped recruit and train staff for the office. Revised all marcom activities, print and online collateral and trade show presence. Planned and executed advertising plan and increased public relations activities. Planned and managed the major product introduction of a new generation of routing switchers, Xenon, generating strong interest, awards and rapid sales growth. Acting as a member of the executive staff, was heavily involved in the overall business planning process.

**Spruce Technologies Inc.**, Cupertino, CA. Sales and Marketing Consultant from September 1998 to January 2001  
Responsible for international market development and all aspects of marketing communications worldwide.  
Specific activities included: Planned and executed European market entry. Set up and managed European sales channels. Recruited a European sales manager to open a local office and take over the territory. Set up and managed distribution channels in the Asia/Pacific area. Took over Marcom management, restructured print and electronic communications and trade show image.

**Spruce Technologies Inc.**, Cupertino, CA. Founding Vice President of Marketing from August 1997 to September 1998.  
Responsible for all aspects of Marketing and Sales for this startup.  
Specific activities included: Jointly developed the company's business plan and product roadmap, correctly anticipating the growth of DVD into a major consumer phenomenon and including the ability of consumers to record their own DVDs. Development of all Corporate ID and Marketing Communications materials. Management of DVDMaestro, Spruce's initial product. Planning and implementation of Company and Product launches. First product sales. Establishment of U.S. sales and distribution channels. Moved to consulting role after family relocation.

**Scitex Digital Video, Inc**, Redwood City, CA. Director of Marketing from October 1995 to August 1997.  
Scitex Digital Video was formed from the merger of Abekas and ImMIX. Member of the executive Staff reporting to the CEO of the combined entity. Responsible for all aspects of the company's worldwide marketing activities for Abekas brand products. Responsible for all Marketing Communications activities of the combined entity.

Major projects included: Coordination of a 60+ city worldwide promotional tour for the Abekas digital suite. Management of the collateral development and P.R. activities associated with the launch of the new company. Planning and implementation of a new 10,000 sq ft booth at the NAB convention in Las Vegas.

**Abekas Video Systems Inc**, Redwood City, CA. Director of Marketing from February 1993 to October 1995. Reporting to the president and responsible for all aspects of the company's marketing activities worldwide.

Tasks and achievements included: Successful introductions of several new products to the marketplace including the 8100 digital switcher and DVEous, a broadcast DVE that was still being sold successfully 10 years later. Coordination of major exhibits at NAB and other trade shows. Planning and implementation of a VAR program for disk recorder distribution. Training and motivation of the sales force to sell new products. Established one of the first Web sites in the video industry for product information (in 1994) Maintained and enhanced Abekas's image with advertising and editorial.

**Pacific Media Technologies**, Santa Cruz, CA. Personal consulting business established in 1990. Worked with a number of clients to provide Sales and Marketing expertise on a contract basis. The largest contracts were with:

Abekas - Establish a network of distributors in South America, manage and develop the relationship with the Japanese distributor and key Japanese customers, advise on requirements for proposed new products.

ImMIX - Consult on the proposed specification for the VideoCube system being planned at the time, research the Japanese market potential for such a product and implement local distribution there leading to market success.

**Grass Valley Group Inc.**, Grass Valley CA. Asian Operations Manager from March 1989 to August 1991  
Reporting directly to the company's CEO and responsible for all aspects of GVG's activities in Asia. Tasks and achievements included: planning, establishment and management of GVG Asia in Hong Kong and GVG Japan in Tokyo, Rapid growth in market share in the Asian Region, Major improvements in localization of GVG products, Establishing relationships with major Japanese equipment suppliers and systems companies.

## **Education:**

London University, Royal Holloway College, England - Bachelor of Science Degree in Physics, with specialization in electronics in final year.

Ongoing continuing education classes in sales, marketing, management and finance.

Berlitz total immersion course in Japanese.

## **Personal:**

British citizen, Permanent Resident status in the U.S. Married with two grown children. Home phone: 530-839-2206