

## **Panel II: Beyond the 30 Second TV Spot**

### **Moderator, Chitra Nawbatt, Global Head of Market Solutions, Genpact**



Chitra Nawbatt is a highly accomplished executive with a track record of leading, innovating and transforming organizations to achieve growth. Ms. Nawbatt has spent most of her career as a strategic multidisciplinary change agent with the mandate to build teams, processes and systems to reinvent culture, market strategy to execution, growth and risk management.

Currently, Chitra is the Global Head of Market Solutions at Genpact, a leading lean digital, artificial intelligence, analytics and design thinking consulting firm. She delivers strategic solutions to clients focused on revenue discovery and business performance transformation using digital, artificial intelligence and data analytics. Ms. Nawbatt has an inaugural enterprise wide function driving new customer acquisition, partnerships and innovation. She develops customized integrated digital, artificial intelligence and analytics solutions for customers, and in doing so is driving Genpact's pivot to a new growth identity, service lines and markets. Chitra specializes in the financial services, technology, media, hospitality and consumer oriented industries.

Previously, Chitra was the New York based Anchor for Reuters International TV where her broadcasts were seen by millions of households across the world including Asia, Europe, Africa and North America. Her reporting focused on the U.S., China, Australia, Middle East and global economy and markets. C-level executives, politicians and world leaders had differentiated interviews with her because of her prior track record from Wall Street.

Before her media career, Chitra was a C-level executive at Deutsche Bank, as well as held leadership roles in the areas of Global Banking and Regional Management. Previously, Ms. Nawbatt established risk management functions at CIBC including working with regulators to formulate a standardized interpretation of Basel regulations. Chitra started her career at EY in Advisory and Assurance. Chitra has her Certified Public Accountant designation and was educated at Harvard Business School, Harvard University and Rotman School of Management, University of Toronto.

---

### **Michael Armstrong, General Manager, BET**



Michael D. Armstrong serves as General Manager of Black Entertainment Television (BET) Networks, a unit of Viacom Inc. and the leading provider of entertainment for the African-American audience and consumers of Black culture globally. BET has grown to be one of the most influential multiplatform media companies in the world, including several cable television networks and digital offerings.

In this role, Armstrong leads strategy and operations, with direct oversight of Content Strategy & Multiplatform Scheduling, Marketing, Corporate Communications and Operations. He also works closely with teams across Viacom Networks, including Strategy, Finance and Research & Audience Science.

Most recently, Armstrong was Executive Vice President and General Manager of Revenue and Emerging Brands for Viacom International Media Networks (VIMN). Armstrong managed the development and

## Panel II: Beyond the 30 Second TV Spot

expansion of BET, Paramount Channel, and Spike internationally and oversaw International Program Sales, Affiliate Sales, and Viacom Velocity International, VIMN's ad sales division.

Under Armstrong's leadership, BET is now available internationally in more than 72 countries and 39 million homes. He was also been instrumental in growing Spike's distribution internationally, working with local market leadership to launch the first Spike channel outside the US in 2015 as well as the UK, Benelux, the Middle East, Australia, Hungary and Russia.

Armstrong first joined Viacom in 1998 and held a variety sales and affiliate marketing roles for brands including MTV, VH1, Nickelodeon, Comedy Central and CMT in both the New York and Chicago offices.

Armstrong received a B.S. in marketing from Hampton University, where he also serves on the board. He received an M.B.A. in strategy and marketing from the University Of Chicago Booth School Of Business. He is a member of the International Academy of Television Entertainment Arts & Sciences; is the Immediate Past Chair for the NAMIC (National Association for Multi-Ethnicity in Communications) Board of Directors; Chairman of the Board for the Dance Theatre of Harlem and Board of Directors for Public Radio International (PRI).

---

### Neil Capel, Founder, SailThru



Neil's successful track record of working on large-scale, high-demand web systems led him to develop Sailthru's high transaction customer data set enabling brands to provide a unique experience to each and every customer. Starting by personalizing the web in conjunction with email in 2008 and growing the company to the enterprise offering it is today with 40MM+ in revenue.

Prior to founding Sailthru, Neil was the Chief Technology Officer for MusicNation, an AlleyCorp company, ASmallWorld, and Money-Media (acquired by The Financial Times). Today, Neil is also an adviser to several startups, including Refinery29.com, and is a Venture Partner at Bowery Capital, a seed stage venture fund focused on transformational upgrades to enterprise technologies.

---

### John Halley, COO, Viacom Ad Sales



John Halley is Executive Vice President and Chief Operating Officer of Ad Sales for Viacom Media Networks, the cable unit of Viacom. In this role, he oversees the company's pricing, inventory, commercial operations, finance and business development functions across the Viacom Media Networks ad sales linear and digital portfolio, with responsibility across all of its brands, including MTV, VH1, BET, Comedy Central, Spike, and Nickelodeon.

Halley steers Viacom's efforts in a number of critical emerging areas, including advanced advertising, digital marketplace innovation, and emerging platforms and partnerships. He is a key sponsor and member of the Board of Directors of OpenAP, the television industry's advanced audience platform, whose consortium membership includes Viacom, Fox, and Turner. He is based in the company's New York headquarters.

## **Panel II: Beyond the 30 Second TV Spot**

Prior to joining Viacom, Halley was CFO of integrated marketing agency Pipeline LLC, and before that spent several years in the music industry, both at PolyGram and as CFO of Time Bomb Recordings, a joint venture of Arista / BMG. He received his MBA from the Wharton School at the University of Pennsylvania, and an Economics degree from Santa Clara University. Halley serves on the Board of Directors of Literacy, Inc., a New York based childhood literacy organization, and the New York Chapter of the March of Dimes.

---

### **Ripan Kadakia, Vice President, Zelnick Media Capital**



Ripan Kadakia joined ZMC in 2014. Mr. Kadakia is responsible for originating, executing and managing investments. Mr. Kadakia currently represents ZMC on the board of Cannella Response Television.

Before joining ZMC, Mr. Kadakia was an investment professional in the Technology, Media and Telecommunications group at Warburg Pincus, where he focused on investments in the software, internet, information, business services and education industries. In his time at Warburg Pincus, Mr. Kadakia executed control buyouts and growth investments and also served as a board member or strategic advisor to several portfolio companies.

Prior to Warburg Pincus, Mr. Kadakia was an investment professional at Audax Group Private Equity, where he focused on executing investments and operating middle-market companies in a variety of industries. Mr. Kadakia completed ten transactions spanning the manufacturing, distribution, software, healthcare services and financial services industry while at Audax.

Mr. Kadakia began his career as a strategy consultant at Oliver Wyman, executing and managing projects in the United States, Africa and the Middle East for a broad range of financial institutions.

Mr. Kadakia graduated summa cum laude from the Jerome Fisher Program in Management & Technology from the University of Pennsylvania, earning a BS in Finance and Managing E-commerce from the Wharton School and a BSE in Computer Science and Engineering from the School of Engineering and Applied Science. Mr. Kadakia also earned his MBA from the Wharton School, where he graduated as a Palmer Scholar.

---

### **Andrew Rosen, Founder, Parqor**



Andrew Rosen has over 12 years of experience working with video, marketing, and advertising in the digital media space.

He is the founder of PARQOR LLC, a digital and social advisory firm operating at the intersection of gut instinct and consumer insight. PARQOR recently completed a groundbreaking audience survey for the ad sales, editorial, and marketing teams of a leading NY-based, multiple Ellie-winning publication.



## **Panel II: Beyond the 30 Second TV Spot**

He is also the author of a curated weekly newsletter about the digital video supply chain (one article per each step of the supply chain). His engaged newsletter readership includes C-suite and senior executives at Viacom (and its subsidiaries), CBS, WPP (and WPP subsidiaries), Scripps, Amazon, and Vox Media. After 17 months of mailings (to date), this newsletter has both open rates and click-thru rates 60% higher than Mailchimp's metrics for similar newsletters in Marketing & Advertising.

Mr. Rosen recently completed a consulting project for BET Digital, a division of Viacom, across its ad operations, audience development, and revenue forecasting. He also recently consulted for the ad operations of Sandbox & Co. (Family Education Network, spun out of Pearson Education).

Mr. Rosen began his career in digital media in Strategy & Operations Viacom's MTV Networks Digital Media Group.

Mr. Rosen holds a BA in History with Distinction from Yale University and a JD from New York University School of Law. He is a member of the New York State Bar.

---