



ELTON SIMOES, MBA
SENIOR ADVISOR

PROFILE

VALUE PROPOSITION

Accomplished, results-driven senior executive, consultant, mediator and facilitator with extensive global business development and general management experience. Demonstrated outstanding record of leadership, creative problem-solving, and sound business acumen in different organizations across multiple functions, geographies, languages, cultures, and technologies. Proven performer, capable negotiator and strategic thinker with a solid academic background in business, law, and conflict resolution. Areas of expertise include: general management, brand management, dispute resolution, business development, international business, operations management, strategic planning and implementation, rights management and licensing, mediation, facilitation and strategic contract negotiations.

SELECTED ENGAGEMENTS

- Provided key strategic leadership for several business operations, responsible for developing, growing and maintaining organizations producing in excess of \$250 million in annual revenues, consistently and frequently delivering double digit growth.
- Accumulated extensive experience with products that cover all the main drivers and demographics in the content business, such as movies, children's programming, adult content and sports.
- Successfully managed important global brands (e.g. Disney and Playboy), as well as local brands (e.g. Sportv, PFC and Telecine), in different territories, cultures and languages, enhancing customer and consumer experiences both on-site and off-site through the combination of technology and the pursuit of excellence in customer service.
- Served as Managing Director Pay-Per-View and Premium channels at Globosat in Brazil, where he developed a series of multi-screen/multi-platform products that generated transactional revenues through content sales. In this capacity, he created and implemented the largest Pay-Per-View business in Latin America, delivering large market share, accelerated growth and stable cash flow.
- In the Pay TV business, responsible for basic channels, premium channels and Pay-Per-View products covering most of the available business models in the industry.
- Worked with all Hollywood major studios as the CEO for Telecine (a joint venture between Fox, Universal, Paramount and MGM); Vice President of Broadcasting and Managing Director for The Disney Channel Latin America at Disney Television International; and as Board member at HBO Latin America (a joint venture between Ole Communications, Warner, Disney, Sony and HBO).
- Accumulated extensive international business experience and developed a worldwide network of contacts in major sports, entertainment and media organizations, and have negotiated large contracts at CEO/Board level.

QUALIFICATIONS

- University of Victoria, Victoria, BC, Canada – Master of Arts in Dispute Resolution (Candidate)
- Insead: The European Institute of Business Administration, Fontainebleau, France – MBA Program
- New York University, New York, USA – International Management Program (IMP)
- Fundacao Getulio Vargas, Sao Paulo, Brazil – Master of Sciences in Business Administration
- Fundacao Getulio Vargas, Sao Paulo, Brazil – Graduate Degree in Business Administration
- Fundacao Getulio Vargas, Sao Paulo, Brazil – Undergraduate Degree in Business Administration
- Pontificia Universidade Catolica (PUC/SP), São Paulo, Brazil – Undergraduate Degree in Law