

SETH FAMILIAN

866 Dolores St. · San Francisco, CA 94110 · 415.615.2225 · familian@mac.com

EDUCATION **University of California at Berkeley, Walter A. Haas School of Business**

Masters in Business Administration awarded May 2007

- Dual focus on Entrepreneurship and the Management of Technology
- Co-Director, Haas Digital Media & Entertainment Club, 2006-2007

Harvard University

Honors A.B. in American History & Literature, Magna Cum Laude, awarded June 2001

- Phi Beta Kappa and Rhodes Scholarship Finalist (one of 72 nationwide), 2001
- President & Publisher, *The Harvard Photography Journal*, 1999-2001

EXPERIENCE

SEPTEMBER 2007 **Bertelsmann Media Worldwide** *San Francisco, CA*
TO PRESENT **Participant, Bertelsmann Entrepreneur's Program**

- Opened Bertelsmann's San Francisco offices with one other member of the business development team.
- Responsible for tracking trends, business models and startups relevant to Bertelsmann's core businesses.
- Developed key pieces of a corporate Internet investment strategy for Bertelsmann's incoming CEO.

SUMMER 2006 **Apple Computer, Inc.** *Cupertino, CA*
Product Marketing Management Summer Intern, Applications Group

- Researched, developed, and recommended alternative business models for the .Mac online service.
- Spearheaded an effort to codify competitive research and tracking of the online services space.
- Collaborated weekly with marketing team colleagues to create fresh content for the .Mac blog.

SPRING 2006 **Zinio Systems** *San Francisco, CA*
A startup seeking to innovate digital publishing and distribution for magazines and textbooks

- Devised a go-to-market strategy for Zinio's digital textbook offering to undergraduates.

2003-2005 **Faith Popcorn's BrainReserve** *New York, NY*
Trend-forecasting, consumer insights, and brand strategy marketing consultancy

Consultant (2004-2005)

- Collaborated with senior strategists to author and present brand strategy recommendations to Fortune 500 clients including Coca-Cola, McNeil Pharmaceuticals, and Tyson Foods.

Business Development Strategist (2003-2004)

- Closed over \$4 million in brand consulting work for clients such as Avon, Mattel, and McNeil.

2002-2003 **New York City Fire Department** *New York, NY*

Head Speechwriter for the Fire Commissioner

- Wrote all speeches, talking points, published articles, formal correspondence and policy summaries on behalf of Fire Commissioner Nicholas Scoppetta and his senior advisory staff.

2001-2002 **John Houston Finley Fellowship** *Global*

Year-long travel grant awarded by Harvard University to two graduating seniors

- Ventured across four continents to capture 4,000 photographs of the built and natural environment.
- Transformed that collection of photographs into a virtual travelogue (www.sethontheroad.com), three gallery installations, and an artist's book published in limited edition (www.sethfamilian.com/extra-ordinary.html).

INTERESTS **The future of digital media and its impact on the print business model**

- Delivered 10 consultative speeches on the topic in 2006 to audiences including senior managers of the *LA Times*, *SF Chronicle*, and the *Sacramento Bee*. For more information, please visit www.dotscoop.com.

Artistic creativity and user-centric design

- Current portfolio includes product design, interface and web design, furniture design, and photography.