



Peter A. Kreisky is the Founder and Chairman of The Kreisky Media Consultancy, LLC. He is an internationally-recognized expert on strategy in the media and entertainment sector, focused on the strategic transformation of traditional media companies for the digital age – strategy at the intersection of technology with traditional media.

He has a proven record of being among the first to recognize the serious challenges introduced by digital technologies – and a record of shaping the transformation in thinking that these technologies require. He has been at the center of the massive changes that have swept the industry, has redefined the industry business model, and today is working at the cutting edge of transformation for industry leaders worldwide.

He works both as a Senior Advisor to major and emerging media organizations, a senior strategy consultant and a business development advisor, actively utilizing his insights, expertise, and business connections for each.

Mr Kreisky started his consulting career at McKinsey & Company in 1976; later founded and led Mercer Management Consulting's worldwide media practice for ten years (since rebranded Oliver Wyman); founded and ran The Kreisky Media Consultancy, LLC since 2002. He was appointed Senior Advisor to The Boston Consulting Group in 2008, then in 2010 became Senior Advisor to the CEO of Time Inc., the world's largest magazine media company, with oversight responsibility for strategy. Earlier, he was Vice President, Strategy & Business Development for CBS Inc.'s Publishing Division, where he was responsible for the strategies of some 30 business units.

A highly-regarded industry expert, Kreisky is quoted frequently in publications such as *The Economist*, *The Guardian*, *Business Week*, *The New York Times*, *Wall Street Journal*, *Financial Times*, *AdWeek*, *LA Times*, *New York Post*, *USA Today*, *Advertising Age*, *Folio*, *National Journal*, *Digiday* and *Bloomberg*.

He is a frequent keynote speaker at major media conferences around the globe, including FIPP Magazine Congresses in Toronto (2015), Sao Paulo (2014), Rome (2013), Costa Rica (2012), New Delhi (2011), New York (2005), Association of Spanish Publishers, (2015), Idealliance "Going Mobile" (New York 2015), Indian Magazine Congress (Mumbai 2013), The Guardian Changing Media Conference (London 2013), The MPA American Magazine Conference (2004, 2008, 2010) and MPA Retail Conference (1999, 2000).

In addition he has designed, developed and lead numerous single-client seminars, conferences and workshops in U.S., UK, China, Russia, Mexico, Germany, Italy, Brazil, Colombia, and Sweden.

Kreisky focuses predominantly on the media and entertainment industry, including publishing in all its forms: magazines, newspapers, books, journals, smartphone, tablets, digital video, the web, as well as on television, movies, music, education, information, and advertising. Peter has advised clients in these sectors across a wide variety of growth strategy assignments, including digital transformation, brand strategy, portfolio strategy, organization design, advertising strategy, circulation strategy, new business development. He has worked in news across print, television, radio and Internet.

Mr. Kreisky has served clients ranging from legacy print businesses to creatively disruptive start-ups, more than forty clients in North America, South America, Europe and Asia across hundreds of assignments. His clients include (alphabetically): Abril Midia, Antena3, AOL, The BBC, BBC Worldwide (US), Bertelsmann, Business Week, Cahners, Condé Nast, Egmont, The EMI Group, The European Broadcasting Union, Gemstar-TV Guide, Grüner+Jahr, Hachette Filipacchi, Hearst Magazines, Hearst-Shkulev Media, Hewlett Packard, ITV, Independent Newspapers, MPA-The Association of Magazine Media, Meredith Corporation, MTV Net-

works Europe, Mexican Public Radio, Newsweek, Mondadori, The New York Times Company, Readers Digest Association, Reed Elsevier, Rogers Communications, Scholastic Inc., Scripps Networks, Smithsonian Ventures, Starbucks, Sportxast, Televisa, Thomson Publishing, The Tribune Company, Time Warner Corporate, Time Inc., Time Warner Cable, Time Warner Retail, Vivendi Universal, Yahoo! Inc., YLE Finland, Zuora. In addition, he has advised a number of digital start-ups in the early stages of their growth.

Mr. Kreisky grew up in Great Britain, is a graduate of Cambridge University and holds an MBA from Stanford Business School. He sat for ten years on the Board of *The New England Journal of Medicine* and is a 25-year member of the Media Council at New York's Paley Center for Media. He is on the faculty of Yale University's international publishing program for magazines and digital media, previously taught annually at Stanford University's Professional Publishing Program, and also has taught at NYU and Columbia.

Contact Information:

Mobile: +1 (781) 354-7383

New York: +1 (646) 657-8448

Email: peter@kreisky.com

Website: www.kreisky.com