

CHARLES MATHESON

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OBJECTIVE

MAON develops software to assist in the management of digital assets in on-line environments. We focus on simple and effective BPM and workflow tools to exploit the power of hybrid cloud based storage infrastructure.

SUMMARY OF QUALIFICATIONS

Senior level manager with 20 years of sales, marketing and business development experience specializing in digital media, enterprise content management and cloud storage infrastructure.

Key Expertise

Enterprise software sales	Competitive analysis	Metadata management
Digital asset management	Product management	Content business rights
Strategic partnerships	Business case development	Workflow and collaboration
Cloud storage infrastructure	Market requirements	Content protection (DRM)

- Designing and selling digital media solutions for publishers, broadcasters and film studios.
- Especially skilled at software sales, strategic marketing and business development
- Proven ability to form strategic alliances between enterprise IT vendors and ISVs

WORK EXPERIENCE

OpenText Corp., Waterloo, Canada 2014 to 2016

- Industry Marketing Strategist, Media & Entertainment, Enterprise Software

EMC Corp., Cambridge, MA 2008 to 2010

Digital Media Specialist – Media & Entertainment

- Managed Digital Media partnerships for Cloud Infrastructure Group
- Developed Digital Media Strategy for EMC's Cloud Infrastructure Group

IBM Corp., New York, NY 1998 to 2008

Digital Media Specialist, Software Sales, Partnership Manager - Media & Entertainment

- Organized Partnerships with Systems Integrators, Digital Asset Management, Mobile Software ISVs – Strategic Alliances with Real Networks and Adobe Systems
- Sold IBM Software and Hardware to Media & Entertainment accounts

Individual Investor Magazine., New York, NY 1996 to 1998

Webmaster

- Developed and Managed the on-line presence of Individual Investor Magazine

ABC Television Network., New York, NY 1995 to 1996

Webmaster

- Developed and managed ABC Television's on-line presence – www.abc.com
- Developed and managed an affiliate Intranet for ABC Network called A-Net

EDUCATION

B.S. Mass Communications, Emerson College, Boston, MA May 1986

M.S. Interactive Telecommunication, NYU, New York, NY May 1994

REFERENCES

Available upon request