



thinkLA Annual Spring Conference

April 29 to May 2, 2010

Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

Speaker Bio

Joseph Eibert

Director, Digital Marketing
Universal Studios Home Entertainment

A resilient, entrepreneurial executive with over 15 years experience in all aspects of product and digital marketing – online media, promotions, publicity, social, web site design and viral. Mr. Eibert combines strong analytical skills combined with innovative thinking and ability to thrive in fast-paced, challenging work environments.

His teams have developed and launched award-winning digital campaigns for multiple billion-dollar movie franchises, Academy Award winning films, children and television franchises (e.g., *Harry Potter films*, *Smallville*, *Fast & Furious films*, *Curious George*, *Blade Runner*, *Ben-Hur*, *Casablanca*, *The Wizard of Oz* and etc.).

A MBA graduate from the Marshall School of Business at USC, Mr. Eibert led digital marketing efforts for Warner Home Video for eight years before joining Universal Studios Home Entertainment in December 2008.

About Universal Studios Home Entertainment

Universal Studios Home Entertainment (USHE) markets and distributes NBC Universal's contemporary and classic theatrical and television product, spanning properties from the company's Universal Pictures, Focus Features, and NBC Universal Media Studios, as well as DVD Original titles from Universal Studios Home Entertainment Family Productions and select third-party productions, including entertainment from Mattel. The company is also leading the way in exploring innovative technologies and in developing and adapting dynamic new initiatives for the burgeoning home entertainment market, including the adoption of the next generation high-definition format, Blu-ray.

USHE's vast 4,000-title catalog is among the largest and most celebrated in the industry, comprising a wide variety of titles and genres. Among its most-prized properties are the film franchises: *The Bourne series*, *The Fast and The Furious*, *The Mummy*, *The Hulk*, *American Pie*, *Bring It On*, *Jurassic Park*, *Curious George*, *The Land Before Time*, and the legendary monster movies.

Some of USHE's latest high-profile offerings include *Fast & Furious*, *Coraline*, *Role Models*, *Mamma Mia!*, *Wanted*, *Hellboy II: The Golden Army*, *The Incredible Hulk*, *American Gangster*, *Atonement*, *The Bourne Ultimatum*, *Knocked Up*, *The Kingdom*, *Eastern Promises*, *I Now Pronounce You Chuck & Larry*, as well as the latest seasons of Emmy-winning series *30 Rock*, *The Office*, *House*, *Battlestar Galactica*, and *Heroes*.