



thinkLA Annual Spring Conference

April 29 to May 2, 2010

Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

Speaker Bio

Jeffrey W. Hayzlett

Chief Marketing Officer and Vice President
Eastman Kodak Company

Jeffrey Hayzlett serves as the Chief Marketing Officer and Vice President, Eastman Kodak Company, reporting to Kodak Chairman and CEO Antonio M. Perez. As CMO, Mr. Hayzlett is responsible for the company's worldwide marketing operations including the design and implementation of all marketing strategies, investments, policies, and processes. He leads the company's efforts for Strategy and Planning, Marketing Programs, Marketing Network Operations, Brand Development and Management, Business Development, and Corporate Sponsorships. He is also responsible for the company's Corporate Communications, Public Relations and Public Affairs organizations. Kodak's Board of Directors elected him a corporate vice president in October 2007.

Mr. Hayzlett speaks frequently around the world on business growth, communications, and marketing, including keynotes at events such as The Economist Marketing Summit, THE Conference on Marketing, the 140 Character Twitter Conference, CMO Summits, Mobile Marketing Forum, Digital Life Design Conference, Photo Marketing Association Conference, Direct Marketing Association Leadership Forum, and National Postal Forum. He is cited as a leading marketing expert in numerous books, magazines, and newspapers worldwide, and is a frequent television guest and commentator, having appeared on shows including CNBC's *The Big Idea with Donny Deutsch*, Fox Business News, and NBC's *Celebrity Apprentice* with Donald Trump.

He has received numerous global marketing and business awards and honors, including the Frost & Sullivan Lifetime Achievement Award for marketing. He was named "Business to Business Marketer of the Year" by *BtoB Magazine* and "Direct Marketer of the Year" by the University of Akron Taylor Institute for Direct Marketing. In 2008, Mr. Hayzlett was inducted into the College of Business Administration Direct Marketers Hall of Fame. In June 2009, he was awarded the prestigious "G.D. Crain Jr. Award for Marketing Excellence" and inducted into the BMA Hall of Fame at the Business Marketing Association's annual conference. Previously, the U.S. Small Business Association named him "Entrepreneur of the Year."

In the graphic arts industry, Mr. Hayzlett has been honored as the International Business Person of the Year Award by the International Printers' Network (IPN); received The British Association for Print and Communication (BAPC) Honorary Life Member award; was given the National Association of Quick Printing (NAQP) Industry Award of Distinction; and most recently was awarded the prestigious Earl I. Sundeen Award from the International Graphic Arts Education Association (IGAEA).

Mr. Hayzlett currently sits on the Business Marketing Association (BMA) board of directors and is a past chairman of BMA. He is a member of the advisory board of the CMO Council, chairman of the Sales and Marketing Executives International (SMEI) Foundation for Marketing Education, a permanent trustee of the SMEI Academy of Achievement Sales and Marketing Hall of Fame, and a two-term past chairman of SMEI. He serves on *Sales & Marketing Management Magazine's* 2009 Editorial Advisory Board. Mr. Hayzlett remains a trustee of Pi Sigma Epsilon National Education Foundation, an international sales and marketing fraternity.



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Mr. Hayzlett has nearly 25 years of international marketing, sales, and customer relations management experience. He joined Kodak in April 2006 as Chief Marketing Officer and Vice President of the Graphic Communications Group (GCG). In this role, he was responsible for leading all marketing activities for the business, including product positioning, segment marketing, branding, marketing communications, customer development, business research, marketing strategy, and business development activity. He became Chief Business Development Officer in September 2007 and was responsible for Brand Development and Management, Market Development, Corporate and Product Public Relations, Communications and Public Affairs, Corporate Sponsorships, Business Development, Corporate Relationships and Partnerships, and Marketing.

Prior to joining Kodak, he led a private business development and public relations firm specializing in the technology and visual communications industries. He also held senior management positions in strategic business development and marketing at several companies, including Cenvéo, Webprint, and Colorbus, Inc., and served in staff positions in the United States Senate and House of Representatives.

About Eastman Kodak Company

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit www.kodak.com and follow our blogs and more at www.kodak.com/go/followus.

More than 75 million people worldwide manage, share and create photo gifts online at KODAK Gallery—join today at www.kodakgallery.com

In the graphic communications market, Kodak offers the broadest portfolio of integrated solutions to help customers grow their business. For more information, visit www.graphics.kodak.com. For downloading photos and videos from Kodak's image library, visit www.kodak.com/go/gcimages.