

# Who do we speak to?

Over the last three months (to 06/16/08) the following organizations have been in the news for all sorts of reasons. Pearlfinders interviewed all of the decision-makers below, to deliver our subscribers exclusive information on new business opportunities available with them.

Additionally, we gather a wealth of insights into how best to approach them and the general environment for new business activity. This is only a small sample of our ability to speak with real decision-makers and thereby qualify information that helps marketing and professional services companies win new business with them.

**A&E Television Networks** – SVP Consumer Marketing  
**Allscripts** – Director of Marketing Comms  
**Amex** - VP of Credit Cards  
**BBC Worldwide (Americas)** - SVP Marketing  
**Best Buy (Canada)** – Director of Wireless Solutions  
**Blurb** - SVP Marketing & Business Development  
**Bonneville International** – VP Marketing & Promotions  
**BusinessWeek** - VP of Comms & Global Brand Development  
**Capital Newspapers** - Marketing Director  
**Carlsbro Electronics** - MD  
**Casual Male Retail Group** – SVP & CMO  
**Championship Gaming Series** – VP of Digital Media  
**Christian Dior (US)** - Marketing Manager  
**Clear Channel Katz Advantage** – Director of Marketing  
**CNN News Group** – VP Member Services  
**Coca-Cola Company** - Director, Media & Interactive - Sparkling Business Unit  
**Cole Haan** – Marketing Director  
**Circuit City** – Assistant VP Marketing & Director of Media  
**CSK Auto** – VP Marketing  
**Detroit Media Partnership** – VP of Consumer Marketing  
**Diageo North America** – Brand Director  
**Discovery Communications** - VP Corporate Comms  
**Dunkin' Brands** - Chief Brand Officer, Baskin-Robbins Worldwide  
**E\*TRADE FINANCIAL** – Senior Manager International Marketing  
**Economist Newspaper** - Global Brand Comms Manager  
**eDiets.com** - SVP of Marketing  
**Empire State Development Corporation** – Director of International Marketing  
**Ernst & Young** - Director of Global PR  
**Famous Dave's** – VP of Marketing  
**Feed Granola** – Founder  
**FirstGroup** - Director of International Development & Marketing  
**Fort Worth Star-Telegram** – VP of Marketing  
**Fortune Brands** – Internet Marketing Manager  
**Gap** - Director of Creative Services / VP Marketing  
**General Motors Corporation** - VP, Global Strategy & Integration / Manager of Advertising Resources  
**Genmar Holdings** – SVP Marketing  
**Guideposts** – VP of Business Development  
**Hachette Filipacchi Media (US)** - Associate Publisher of Marketing / SVP Corporate Comms  
**Hilton Hotels Corporation** – Director of Sports Partnerships  
**International Dairy Queen** – VP of Brand Marketing  
**IV Gear** - VP Sales & Marketing  
**J. C. Penney Company** - Director of Brand Marketing & Publicity  
**Linden Lab** – VP Marketing & Community Development  
**Lions Gate Entertainment** – VP of Marketing  
**Liz Claiborne** – VP of Brand Marketing

**Macy's** – Director of Public Relations  
**Method** – Marketing Director  
**Microsoft Corporation** – Head of Global Relationship Marketing  
**MTV Networks International** - Director of Content Distribution & Marketing  
**National Hockey League** - Director of Corporate Comms  
**Nestlé (USA)** - Comms Director  
**New Horizons Worldwide** - VP Marketing  
**Nickelodeon** - VP of Marketing  
**Nippon Life Insurance Company of America** - Market Intelligence & Product Development Manager  
**Northwest Airlines** - Director of Corporate Comms & Branding  
**PepsiCo** – Head of Media  
**Philadelphia Phillies** - Director of Public Relations  
**Plum TV** - President, Network Sales & Marketing  
**Radio Advertising Bureau** - SVP Marketing & Communications  
**Saks** - Marketing Director  
**Steven Madden** – Interim Chief Executive  
**Starz** - Executive Director of Marketing, Sales & Corporate Research  
**Talbots** – Director of Brand Marketing – J. Jill  
**TVN Entertainment** - VP of Marketing  
**Verizon Wireless** – Director of Marketing  
**Visa** - Manager of Global Public Relations  
**VMware** - VP Product & Social Marketing  
**Wachovia Corporation** – Head of Global Brand Management  
**Wal-Mart** – SVP of New Business Development / International Director of Media Relations  
**Walt Disney Company** – SVP Corporate Comms