



Lawrence Wilkinson

Executive, Advisor, and Commentator on the Future of Media and the Consumer

TOPIC: Marketing and Sales

SUBTOPICS: The Future; Technology/Media; Innovation; Business Strategy

BIG IDEAS:

Brand: New Futures

Brands are much more than tag lines and logos. Brands are about relationships. They are the bridges that connect companies and customers, bridges that transport trust, meaning, identity, and experience. In the future, brands will matter even more than they do now. Lawrence Wilkinson paints a picture of a world where brands must endure and grow in the face of bewildering consumer choice, shortened product life cycles, virtual online life, and ambivalence to globalization, among other features.

The Future of Money

For millennia, money has functioned as a store of value, a medium of transaction, and a unit of account. In our times, money is increasingly the application of information for commercial purposes, such as in logistics and supply chains. Lawrence explores how money will possibly evolve in the future, as he looks at its impact on brands, the retail commerce experience, and embedded information in new forms of commercial exchange.

BIOGRAPHY

Lawrence has been a hyperkinetic operator and visionary in the media business for more than 30 years. A flourishing entrepreneur, he was named "a Jedi of Innovation" by *Fast Company* magazine. He co-founded such diverse companies as Oxygen Media and Global Business Network (a leading futurist consulting firm where he remains active as a Network member and strategist). As a respected insider on the digital media industry, he has advised hundreds of corporations on strategies related to the intersection of communications, entertainment, and technology.

Lawrence launched his career in public television and radio. He directed all planning, production, marketing, and publishing activities for KQED, Inc. in San Francisco after spending several years with the Educational Broadcasting Corporation (WNET-TV, New York City). By 1984, he was president and CEO of Colossal Pictures, the film, television, and digital entertainment and commercial production company. In that capacity, Lawrence oversaw all of Colossal's activities, its USFX division and Big Pictures subsidiary, and its affiliated companies (including Pixar and Konnick).

Today, Lawrence is Chairman of the investment and strategic consulting firm Heminge & Condell and also continues to serve as vice chairman of Oxygen Media, Inc., which he co-conceived and co-founded with partners Geraldine Laybourne, Oprah Winfrey, Carsey-Werner-Mandabach, and Disney. Oxygen currently

provides a cable television service that reaches more than 40 million households in the U.S., as well as web services.

Furthermore, he continues to keep his hand in the film production world, serving as executive director and advisor to Ealing Studios, Ltd., which celebrated its centennial in 2002, making it the oldest continuously operating film studio in the world. The studio is best known for the "Ealing Comedies" of filmmakers like Michael Balcon and Alexander MacKendrick and for a "rep company" that featured extraordinary British actors Alec Guinness and Peter Sellers. With Lawrence's help, Ealing is being revitalized and refurbished to extend its reach into digital technology, and the studio has undertaken a new slate of film, television, and interactive production, all within "the Ealing tradition."

Lawrence has authored and edited numerous publications and Harvard Business School case studies ranging from Public Broadcasting in the U.S. to *The Cambridge Milton*. He has contributed regularly to *Wired*, *Backstage*, *Business Times*, *Nightly Business Report*, and *The Wall Street Journal Report*. He has produced and executive-produced numerous television programs, multimedia titles, and feature films, including the award-winning *Crumb*.

Lawrence graduated with honors from Harvard Business School, Oxford University, and Davidson College.