

JONATHAN SHIER

[REDACTED] Road
[REDACTED]

Home: [REDACTED]
Mobile: [REDACTED]

Nationality: Australian



EDUCATION

BEC* & LLB* MONASH UNIVERSITY
Bachelor of Economics
Bachelor of Laws

**Subject to verification*

EXPERIENCE

1997 to 1999 MTG • TV3 (based Stockholm & London)
Commercial Director

Scandinavia's and the Baltic's largest commercial television network. Responsible for revenues equivalent to A\$350m. The company also provided the region's largest pay television service to over one million homes.

Stated Responsibilities:

- Responsible for the company's text services and examining the company's future Internet businesses. During this period the company's share price tripled.

1994 to 1997 NETHOLD (based Amsterdam, Stockholm & Prague)
Chief Executive - Central Europe .

- Europe's third largest pay television company and the first to transmit commercially in digital.
- Responsible for the start-up of the company's operations in six countries, including satellite up-link negotiations and cable and third party channel-carriage contracts. Also responsible for movie and sports rights acquisition from both third party programmers, event owners and national sports leagues.

JONATHAN SHIER

Page 2

- Established wholesale and retail distribution networks for decoder distribution, developed above and below the line marketing strategies and built customer orientated, multilingual, call service centres in four countries.
- Responsible for developing the digital, multi-channel business plan for Central Europe.

1985 to 1993 THAMES TELEVISION (based London)

1990 to 1993 Deputy Chief Executive
1995 to 1990 Director of Sales and Marketing

- Britain's largest commercial television station, with 11 Million views and 2,300 staff. Revamped the channel's schedule and generated record revenues (A\$620m) and profits.
- Twice elected by the British commercial television industry as their Marketing Chairman and also elected as the ITV representative on the joint BBC/ITV Research Board.
- Developed the business plan for the successful BBC/Thames satellite and cable channel UK GOLD and the submission for the company's Channel 5 licence application.

1977 to 1985 SCOTTISH TELEVISION (based London & Glasgow)
Director of Sales and Marketing

Reported to the Chief Executive. Improved station's perception, brand count, and market share to an all-time high.

1973 to 1976 MINISTERIAL PRIVATE SECRETARY (based
Canberra & Melbourne)

Nominated to work on secondment by first employer, BHP. Responsible for the Attorney General's and Shadow Attorney General's ministerial office. Prepared speeches, answers for Question time and correspondence.

LRA:gw:068003-AU:14441