

INDUS GLOBAL MEDIA, LLC

Ken Silverman

Founder & CEO

Ken Silverman is an internationally recognized media strategist, executive and entrepreneur whose 50-year career spans multiple industry sectors, global markets, and formats of content creation, distribution and exhibition. His often-groundbreaking initiatives have been accomplished in alliance with leading media organizations, government bodies, corporations, and institutions. Since 1997 his expanded focus has been India and South Asia, linked in particular to cross-border media, business engagement, scholarship, and societal improvement. He is also Chairman Emeritus of THE SOUTH ASIAN STUDIES ASSOCIATION / SASA, a leading international alliance of academic scholars.

U.S. / MOTION PICTURES AND TELEVISION

COMMERCIAL AND INSTITUTIONAL EXPERIENCE

WARNER COMMUNICATIONS

First Head of Pay-TV Programming & Distribution at launch of first multinational media conglomerate

CINEMERICA, INC.

Founder & CEO of leading independent Pay-TV group

BLACK ENTERTAINMENT TELEVISION

Created BET start-up Business Plan. Company listed on NYSE and then sold for \$3B to Viacom

COLUMBIA PICTURES

Distribution & Marketing Executive

CARITAS TELECOMMUNICATIONS

Chairman. Grew this nonprofit's assets 700-fold

CINEMA 5 / RUGOFF THEATRES

Led marketing for both companies

DOW JONES & COMPANY

Strategic advisory on satellite programming

GENERAL ELECTRIC

Pay-TV programmer for GE's cable system

SYNAPSE TECHNOLOGIES

COO of Bob Abel's early interactive TV firm

RUSS REID COMPANY

Cable advisory to #1 ad agency for nonprofits

CALIFORNIA STATE DEPT of EDU.

Strategy & plans for statewide ITV roll-out

ARCHDIOCESE of LOS ANGELES

Media advisory to new Archbishop Mahony

INDIA & SOUTH ASIA / MEDIA & ADDED SECTORS

COMMERCIAL AND INSTITUTIONAL EXPERIENCE

THE TATA GROUP

Led media unit's US market entry for India's most respected business group

SANNAM S4 GROUP, PVT. LTD.

Led US market entry and roll-out for the #1 India market-entry firm / UK owned

PENTAMEDIA GRAPHICS, LTD.

Board Member. Sr. US Strategic Advisor for then India's largest animation & VFX studios

DIRECTV

Co-wrote Indus OTT Strategic Plan

THE GOVERNMENT OF INDIA

Facilitated multiple US strategic initiatives

SMITHSONIAN INSTITUTION

US lead for India market expansion

STANFORD UNIVERSITY

US lead for India market expansion. Produced 2016 India Business Conference

THE INDUS ENTREPRENEURS (TiE)

Member since '97, Past Executive Committee Produced 1st media industry public events

ANNAPURNA STUDIOS (India)

Guided international distribution of the Telugu language epic, *Rajana*

REPRESENTATIVE INDIA / SOUTH ASIA CONFERENCES ADDRESSED

CABLE & SATELLITE BROADCASTERS ASSN. ASIA (CASBAA)

UNIVERSITY OF CALIFORNIA AT LOS ANGELES (UCLA)

COLUMBIA UNIVERSITY BUSINESS SCHOOL

FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY

GETGLOBAL

THE GOVERNMENT OF INDIA

INDIAN FILM FESTIVAL OF LOS ANGELES / IFFLA

NAT'L ASS'N OF TELEVISION PROGRAM EXECUTIVES (NATPE)

NISHITH DESAI ASSOCIATES

U. OF PENNSYLVANIA / WHARTON SCHOOL

REGIONAL PRAVASI BHARATIYA DIVAS

SOUTH ASIAN STUDIES ASSOCIATION

STANFORD UNIVERSITY

THE INDUS ENTREPRENEURS (TiE)

UNIV. OF SOUTHERN CALIFORNIA (USC)

US-INDIA BUSINESS COUNCIL (USIBC)

WORLD HINDU ECONOMIC FORUM

KS@IndusGlobalMedia.com