

## Greg Hayes

Greg is a senior business executive with over 35 years of experience and has extensive senior management business development and strategy experience in Fortune 500 companies in the information technology, digital & broadcast media, mobile marketing, and product distribution segments. He has developed business acumen and commercial awareness across North & South America, Asia, Australia/New Zealand, and Europe. As a senior executive, he utilizes a strong complementary business/finance background to engage with business partners and develop and execute strategies that enable an organization to meet key objectives. He is an expert in artificial intelligence strategy and solutions, corporate strategy & business development, people management, joint ventures, broadcast and digital media, finance, integrated sales & marketing solutions, and content strategy, and has relationships with major media companies worldwide.

Greg holds a Bachelor's Degree of Business majoring in Finance and Law from the University of Technology in Sydney, Australia. He is a CPA, and Fellow of the Taxation Institute of Australia. He is fluent in English and Spanish and is also the recipient of multiple advertising & marketing awards in Asia.

## Key Leadership Accomplishments

Greg has established strategic alliances and partnerships in both domestic and international markets that built enterprise value. He developed a digital media content portal business to become first in the US Hispanic marketplace. He also developed and implemented strategy plans encompassing artificial intelligence methodologies in the finance, media and health segments. In addition, he restructured \$1 billion+ licensing agreements into a partner revenue sharing model which both significantly improved net P&L margin, and company business risk.

## Summary

- Board of Directors, Chairman of the Board, Senior Vice-President, General Manager, Managing Director, CEO, CFO, Director
- Strategic plan creation and execution
- Restructuring and process improvement
- Startups, Joint Ventures, Divestitures
- Establishing partnership for strategic growth
- Business planning and forecasting
- EBITDA improvements
- Multi-location and international
- Information Technology, Media, Finance, Telecommunications, Distribution sectors

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