

**Carol Hanley**  
**President, Whip Media**



Carol Hanley is a media industry veteran who has shaped digital innovation and fueled data-driven growth strategies for some of the world's largest entertainment organizations for more than 25 years.

Carol leads strategy, revenue growth, business development, data and client solutions for Whip Media companies, including Mediamorph, TV Time and TheTVDB. Together, these companies track billions of consumer actions and financial transactions that accelerate innovation for buyers and sellers of content.

Previously, Carol served as CRO of Deluxe Entertainment Services Group. She also spent thirteen years as the EVP Chief Revenue and Marketing Officer at Nielsen Audio. In 2018, 2019 and 2020, Carol was named to Cynopsis Media's Top 100 Women in Media list.

Carol frequently speaks at industry events on the integral role that consumer data plays in today's new content landscape.

**Alex von Krogh**  
**VP Global Insights, Whip Media**



Alex von Krogh is a media industry consumer insights expert who has helped shape data innovation strategies for some of the world's largest entertainment organizations. Whip Media companies, including Mediamorph, TV Time and TheTVDB, offer a unique, integrated solution that empowers the world's leading media and entertainment organizations to intelligently deliver, optimize and monetize their content.

Prior to joining Whip, Alex spent ten years at Nielsen, most recently serving as Director of Business Development for the Non-Traditional Group in Nielsen's Watch organization. During his tenure, he managed Nielsen's relationship with companies focused on talent, branded integration, licensing, and marketing to help integrate Nielsen data into their core businesses. Before Nielsen, Alex held leadership positions at Telephia, taking the company from a startup to an established company positioned as the industry standard in mobile measurement. Telephia was acquired by Nielsen in 2007.

A Stanford University alum, he currently resides in Los Angeles.



**Cory Sher**  
**VP Global Sales & Business Development, Whip Media**



Cory Sher serves as Vice President of Global Sales and Business Development for Whip Media in both the US and EMEA. A media industry veteran, he has led sales strategies for some of the world's largest entertainment organizations to help them acquire, distribute, and monetize video content.

Prior to joining Whip Media, Cory served as Vice President, Global Business Development & Account Management, Media & Entertainment, for 7 Park Data. He also spent eight years at comScore, where he launched their national and local television measurement platforms working with major broadcast, cable and local television affiliates around the country. Prior to comScore, Cory spent ten years in distribution and marketing at major cable television networks including Lifetime Television and Regent Entertainment.



**Alisa Joseph**  
**SVP Business Strategy & Development, Whip Media**



Alisa Joseph is a senior strategy and business development executive with 25 years of leadership in the media and entertainment industry. She has held key roles with Nielsen, Arbitron and Deluxe where she has a track record of launching successful start-ups inside larger corporate structures, building new revenue streams, developing profitable strategic partnerships, and opening new markets.

At Whip Media, Alisa utilizes her vast experience, relationships and knowledge of the entertainment content ecosystem to lead an acquisition and partnership strategy to drive company growth. Whip Media empowers the world's leading entertainment companies to efficiently acquire, distribute and monetize their content.

Prior to joining Whip Media, Alisa served as SVP of global client strategy for Deluxe Entertainment. There, she led the sales and business development strategy for the OTT space and clients including Amazon, Netflix, YouTube, Facebook and Hulu.

Before Deluxe, Alisa was a business development executive in the media and market research industry with both Arbitron and Nielsen focused on expanding revenue via new markets and new measurement approaches.

**Paul Hastings**  
**SVP Global Sales, Whip Media**



Paul is SVP of Sales for Whip Media and is responsible for all commercial activity outside of the Americas across the Whip brands.

Prior to Whip Media, Paul has held senior positions at Friend MTS (as EVP), PayWizard (OSS/BSS) and Mirada plc (Interactive TV services), as well as founding and running several startups in the pay TV vertical. He also understands TV production, having worked for 10 years as a producer in BBC Entertainment in the UK.

Paul has a BA (Hons) in Philosophy from Birmingham University, although over the years, he has not found that it has been particularly useful in the pay TV space.



**Mike Sid**  
**Chief Strategy Officer, Whip Media**



Mike Sid is a renowned Media expert who has been at the forefront of the most radical changes in the Industry over the last twenty years.

At the dawn of the internet age in the late 1990s, Mike created SoundExchange for the US Recorded Music Industry – the first Digital Music Rights Collective in the world. As legitimate music downloads started in the mid-2000s, Mike joined Sony Music to drive the growth of true digital distribution.

In 2008 Mike founded Mediamorph (acquired in 2019 by Whip Media) to apply his experiences in Music to TV & Film. As the CEO through 2014, he built Mediamorph into the industry standard for Digital Distribution. Broadcast & Cable named Mike to their Digital All-Stars in 2017 alongside other industry luminaries.

Currently, Mike is the Chief Strategy Officer of Whip Media with responsibility for commercial strategy.

**Jerry Inman**  
**Chief Marketing Officer, Whip Media**



As a transformational leader in the industry, Jerry Inman directs all aspects of global marketing for Whip Media supporting the company's exponential growth plans. He applies his extensive B2B/B2C marketing expertise across brand development, advertising, retail experience, entertainment, and digital marketing. A strategic marketing professional with 20+ years of experience in international marketing and a proven track record of success, he delivers brand efficacy, go-to-market execution and drives deep customer and consumer connections.

Jerry is also a well published and sought-out speaker for his innovative and motivational approach to marketing and research for the next generation of connected consumers.

Previously, Inman served as Chief Marketing Officer at Demand Worldwide, a boutique retail consultancy. Prior to that, he served as Senior Vice President of Global Marketing at Stylesight, a leading cloud-based trend platform, and proved to be instrumental in its sale to Ascential/WGSN.

Jerry sits on multiple boards in the technology sector.