



John Penney - President

John Penney oversees Foresee's operations and the planning and development of its strategy, expansion efforts and new business platforms.

Penney brings a deep and varied media and entertainment background to Foresee. During the five years he was with HBO, most recently as Senior Vice President, Digital Initiatives, he oversaw the strategic planning, delivery and operational management of new advertising-supported broadband channels. More recently, Penney served as Head of Global Media Strategy for IMG, Inc., where he was responsible for developing and implementing a new global entertainment strategy, focusing on production and distribution of non-scripted, scripted, and digital programming.

Penney was an early proponent of the digital transformation of the entertainment industry. As Executive Vice President at ACTV, Inc., he oversaw the development and licensing of technologies and intellectual property for interactive television, personal computer, wireless data and mobile entertainment environments. He also served as consultant and Managing Director, at Scient, Inc., where he created and marketed digital migration strategies for major entertainment content and distribution companies. Penney also served as Vice President, Planning and Development, for Viacom, Inc.

Even before his direct experience working for media and content companies, Penney had developed a deep financial expertise in the sector. He spent seven years on Wall Street, both as an equity research analyst at Sanford C. Bernstein & Co., Inc. covering the media and entertainment industries, and as a financial analyst in the Media & Telecommunications Corporate Finance group of The Chase Manhattan Bank, N.A. John has also consulted for major media and telecommunications companies, including AT&T where he provided strategic guidance on the launch of the company's IPTV service and targeted advertising technology platform.

At Foresee, Penney applies his business/product development, strategy, management, and financial expertise to developing next-generation, advertising supported and premium digital/traditional media & entertainment platforms. Penney is currently focusing on creating new business models, and product suites for broadband, mobile, and technology-enabled entertainment platforms. He joined Foresee in September 2008 and is based in Los Angeles.

Penney holds a B.A. in Social Psychology from Wesleyan University and a Master's Degree in Public Policy & Administration, concentrating in Science & Technology, from Columbia University. He currently is a member of the board of directors of Arbinet, a NASDAQ traded provider of electronic markets for telecommunications services and digital goods.

He lives in Los Angeles with his wife and daughter.