

WILLIAM H. MARSHALL

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Over 24 Years' Experience in International Television Distribution with Sony Pictures Entertainment

CONSULTANT

2010 to 2015

Consultant to Sony Pictures Television - International (Independent and through TCS)

- Business Analyst and Subject Matter Expert for IT to provide knowledge about the international television distribution business. Worked on Revenue Pipeline Management (RPM) project to help Distribution in Deal Management, avails, and forecasting and budgeting, to maximize revenue. RPM was managed as a hybrid Agile-Waterfall project (daily stand-up meetings, Sprints).
- Provide support to international television users for SPT systems including, RPM, ITSM, and Business Objects. Gather requirements for new functionality, provide training, and create documentation, and resolve support issues.

SONY PICTURES TELEVISION INTERNATIONAL

2004 to 2010

Senior Project Manager

- Liaison between International TV sales and IT developers to create, maintain, and troubleshoot the TV systems for availabilities, rights, sales, and ultimates.
- Major integrations – Expanded systems to include emerging media. Integrated MGM International TV sales and availability data for the period when SPE distributed MGM product.

CONSULTANT

2000 to 2003

Independent Consultant to Sony Pictures Television International

- Interacted with the International TV distribution division for the design and implementation of availability, rights, sales, ultimates systems and reports.
- Provided extensive training to worldwide business users.
- Consulted with the sales team to create, manage, and maintain the business rules (windows) utilized in our data systems for all territories and media.
- Managed the conversion of rights and sales information from previous systems for all territories.
- Represented International TV in the creation of SPE's multi-division corporate product rights database.

SONY PICTURES TELEVISION INTERNATIONAL

1991 to 2000

Director - International Television Sales Distribution

- Responsible for international pay and free TV licensing deal and slot management. Managed the rights and availabilities area.
- Teamed with the Theatrical and Home Entertainment divisions to manage the level of international theatrical releases.
- Projected international TV revenues for new TV and feature product.
- Evaluated the international TV revenue potential for acquisitions.
- Recommended international TV ultimates for series, MOWs/DTVs, and features.
- Managed worldwide sales and revenue budgeting and tracking. Interacted regularly with sales executives on their budgets. Reviewed sales and revenues quarterly.
- Responsible for MPA reporting and subsequent market share analysis.
- Analyzed and reported sales to outside producers (e.g. Cannell).
- Interacted with senior management of all divisions.
- Prepared sales presentations for the president of SPTI and attended annual sales retreats.

EDUCATION

Oral Roberts University, Master of Divinity

Oral Roberts University, Bachelor of Arts, (Business Major)