

# **Catherine Warren**

**President at FanTrust**

Vancouver , BC, CA

Veteran media, technology & entertainment strategist. C-level public company leadership. Board directorships & international publications.

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## **Biography**

I run FanTrust Entertainment Strategies, where we are celebrating our 15th year. At FanTrust we lead in entertainment business development and hit-making. Our clients come to us with media rights/technology for new strategic deals, financing and digital growth. Once we package, negotiate and close these relationships for our clients, we do the audience-building and social networking to drive consumer value and revenue from these deals. We also advise entertainment CEO's on how to lead, structure and operationalize publicly-traded and privately-held companies for digital success. With extensive expertise at the intersection of entertainment, technology and finance, I also advise investors on evaluating top performers, valuing start-up ventures and tackling media business due diligence, as well as establishing new funds for digital media. Fund clients include public and private funds, VC's, Angels and hedge funds. Specialties: Leadership in Media, Entertainment & Culture, Digital Media Growth, Entertainment Fan-Building, Hit-Making; TV, Film, Video Games, Music and eSports Advisory Services; Interactive Business, Content and Audience Management Services; Public and Private Company Leadership, Managing Large Executive Teams, Advising CEO's and Fortune 500 Companies on Strategic Growth and Digital Project Management

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## **Industry Expertise**

Entertainment, Internet, Media - Online, Social Media, Business Services, Telecommunications, VC and Private Equity

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## **Areas of Expertise**

Entertainment Leadership, Media & Technology Strategy, Board Governance, Publicly-traded Company Management, Fan Culture

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## **Affiliations**

Board Member Bell Fund, Board Member United Nations Flagship World Summit Awards, International Emmy Academy Member Nominating Committee & Judge

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## **Event Appearances**

**Media, Entertainment & Technology Talks**

MIPCOM, MIPTV

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## Education

Reed College  
BA Physics

Columbia University  
MS Graduate School of Journalism

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