



Shannon Ryan <shannon.ryan@lacity.org>

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## Re: Call for Residents and Architects Interested in Serving on the Miracle Mile North Historic Preservation Overlay Zone (HPOZ) Board

1 message

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**Matthew B. Lieberman**

Thu, Mar 26, 2015 at 12:03 PM

To: Shannon Ryan - City of Los Angeles <shannon.ryan@lacity.org>

Shannon—

Pleasure to meet you electronically. I am the owner and resident at [redacted] since 2008, and appreciate the historic preservation efforts of the HPOZ. I have made alterations to my house over the years (with HPOZ permission) and also have appeared at meetings when immediate neighbors had proposed changes to their property.

As a bit of background on myself, I am a lifelong (born and raised) Los Angeles resident and moved to the neighborhood just over seven years ago. Professionally, I am the Entertainment, Media, and Communications Marketing Leader at PricewaterhouseCoopers (PwC) out of downtown Los Angeles providing business consulting services, and have been quoted in multiple publications including LA Times, NY Times, Bloomberg Business Week, USA Today, and Hollywood Reporter.

Additionally, I have rehabbed multiple properties (residential and income) in Los Angeles, and enjoy this work immensely.

From an education perspective, I hold two master's degrees (USC and Cal State University).

Personally, I received a commendation from L.A. Human Relations Commission for community service, was featured a few years ago in Advocate Magazine's 40 Under 40 list, received a commendation from President Clinton for community service work, and received an Environmental Pride Award Finalist from Los Angeles Magazine. I am a regular guest lecturer at the USC MBA program and on the Brentwood School Alumni Association board.

Attached is my full resume.

Hopefully the combination of the above provides a compelling case. Please let me know if you have additional questions or would like to discuss.

Thanks,  
Matthew

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On Thu, 3/26/15, Shannon Ryan - City of Los Angeles <shannon.ryan@lacity.org> wrote:

Subject: Call for Residents and Architects Interested in Serving on the Miracle Mile North Historic Preservation Overlay Zone (HPOZ) Board

To: "Shannon Ryan" <Shannon.Ryan@lacity.org>

Date: Thursday, March 26, 2015, 9:49 AM

Call for Residents  
and Architects Interested in Serving on the Miracle Mile  
North Historic

## **EXPERIENCE**

**PricewaterhouseCoopers LLP**, Los Angeles, California, 2000 through Current  
*Entertainment, Media, and Communications Marketing Leader*  
*Director, Global Entertainment, Media, and Communications Advisory Services*

Matthew is the Entertainment, Media, and Communications Marketing Leader at PwC. He also provides business consulting services to entertainment and media clients locally and globally. Matthew has executed comprehensive financial, industry, and market analyses, strategic and operational advice, and business modelling and forecasting services. He manages multiple, large and complex engagements, and works with client management, financiers, and attorneys to develop financial, operational, and legal strategies; supports corporate business planning and strategy initiatives; and assists clients in adapting to the changing content and distribution marketplace.

He consistently writes about the entertainment industry and has been quoted in various publications including LA Times, NY Times, Bloomberg Business Week, USA Today, and Hollywood Reporter. He also writes, edits and manages multiple PwC industry publications.

Matthew speaks regularly on issues impacting the entertainment and media sectors at industry events, and to industry trade associations and government agencies. He also is a member of multiple industry organizations such as the Digital Entertainment Group and Media and Entertainment Services Alliance.

In his Marketing role, he develops and publishes all sector publications including the Global Entertainment and Media Outlook and the Consumer Intelligence Series. Matthew is responsible for identifying new areas of research, planning and execution, analysis, writing, and presentation. He works with vendors to execute statistically significant surveys, runs focus group sessions, and manages an online social listening campaign. He also manages industry memberships and affiliations, creates custom industry events, and is a frequent speaker at clients and conferences.

During 2007-2009, Matthew held a Global Advisory role wherein he travelled around the world to meet with PwC clients where he provided local market, US, and global updates to executives and to train local staff on industry trends.

During 2007, Matthew attended Genesis Park, PwC's five-month global leadership development program for its highest performers to help develop the next generation of leaders, drive cultural change in the organization, and to promote a global perspective on the firm and its clients. This program located in Berlin added to his varied international experience.

## **EDUCATION**

**University of Southern California**  
*Master of Accounting*

**California State University**  
*Master of Business Administration*

**University of Southern California**  
*B.S. in Business Administration, emphasis in entrepreneurship*

## **CERTIFICATION**

Certified Fraud Examiner  
Member of Association of Certified Fraud Examiners

## **PUBLICATIONS AND PRESENTATIONS**

- PwC Global Entertainment and Media Outlook, 2006 - 2013 editions (editor)
- PwC Consumer Intelligence Series (editor)
  - Topics include: video content consumption, product/services innovation, storing content in the cloud, consumer privacy, mobile payments, and premium content consumption
- Hollywood, Take Note: Here's What TV Viewers Really Want; Hollywood Reporter (author)
- Financial Considerations for Film Financing Investors on HollywoodReporter.com (author)
- Media and Entertainment Global Industry Trends (presenter to US Department of Commerce)
- Quoted in *NY Times*, *Bloomberg Business Week* and *Variety* on home video industry trends
- Quoted in *LA Times*, *USA Today*, and *Media Week* on television broadcasting and syndication articles
- Macro-economic trends in the broadcast, cable, and print media industries, Media Finance Focus Conference presented by Media Financial Management Association (presenter)
- Intellectual Property Damages in the Entertainment Industry, Litigation Services Handbook (editor)
- Editor for several PwC articles in publications such as the Hollywood Radio and Television Society and Association of Media and Entertainment Counsel.
- Constant Change Challenge: Where is media headed (presenter)
- Video producer for several PwC pieces including industry and market overviews and climate change

## **RELEVANT EXPERIENCE**

Illustrative examples of experience include:

- Commercial Due Diligence
- Operational, Industry Segment, and Geographic Analyses
- Digital Marketing / Integrated Marketing Campaigns
- Piracy Studies
- Strategy / Management Consulting
- Refinancing/Business Plan and Analysis of Business Performance
- Process Improvement
- Valuation of Copyright Infringement

## **PROFESSIONAL EXPERIENCE**

**Miramax Films**, Los Angeles, California  
*Assistant to Senior V.P. of Development and Production*

## **HONORS**

- Commendation from L.A. Human Relations Commission for community service
- Advocate Magazine: 40 Under 40
- Commendation from President Clinton for work with Summerbridge Program
- Environmental Pride Award Finalist from *Los Angeles Magazine*
- Featured in *Los Angeles Times* as outstanding community servant

## **ACTIVITIES**

- Point Foundation, Board of Trustees Member
- USC MBA program guest lecturer on Management Consulting
- Brentwood School Alumni Association, Alumni Board Member