

MICHAEL P. ZEISSER BIOGRAPHY



Over the past 15 years, Michael P. Zeisser has been fortunate to play a part in the emergence of the consumer internet industry, both as a senior deal-maker at Liberty Media and a Partner with McKinsey & Company. Michael builds on this unique experience to identify and invest in sustainable digital media businesses, and to guide traditional organizations in adapting strategies and management processes to the digital media environment.

As Senior Vice President of Liberty Media Corporation, a leading media holding company, Michael oversees Liberty Media's activities in electronic commerce, interactive gaming and digital media. His responsibilities include making investments in promising digital media companies, stewarding companies in the Liberty portfolio, and helping legacy businesses transition to a digital media environment.

Over the past 5 years, Michael has led numerous M&A transactions and deployed over \$1.2b in equity for Liberty Media. He built from scratch Liberty's eCommerce Group of companies, which generates over \$900m in sales at industry leading profit margins. Michael has been serving on the boards of IAC/InterActiveCorp.(Nasdaq:IACI), Fun Technologies (TSX:FUN), OpenTV (Nasdaq:OPTV), QVC Inc., Provide Commerce, BuySeasons Inc., Backcountry.com, BodyBuilding.com, GSN/The Network for Games, GoPets Ltd, and SlingMedia.

Leveraging web technologies, Michael has formed collaboration networks across Liberty Media companies, and launched a number of executive councils to facilitate knowledge transfer and best practice dissemination. Michael also created the Liberty Media NetLeaders Forum, now in its third year, which assembles over 150 founders of internet companies for an annual private industry event.

Prior to joining Liberty Media in 2003, Michael was a partner at McKinsey & Company in New York, where he co-founded McKinsey's Internet Practice, and was a member of McKinsey's Media & Entertainment and Private Equity practices. At McKinsey, Michael served Fortune 500 incumbents, top Internet businesses and private equity firms on corporate strategy, organizational effectiveness and M&A issues. Michael was one of McKinsey's experts on internet businesses and the impact of digital platforms on the consumer goods, services, and media industries.

Michael is a frequent speaker on industry issues and has had the privilege to address forums such as the Online Publishers Association, Shop.org, Casual Gaming Association, @d:tech, and Harvard University. He has authored numerous articles and has been quoted in publications such as *The Wall Street Journal*, *The New York Times*, and *The Financial Times*. Michael served on the founding board of the FAST Forward Coalition, a senior cross-industry group dedicated to the development of digital advertising standards, and the ITV Working Alliance.

Michael earned a business degree with honors from the University of Strasbourg, France and an MBA with distinction from the J.L. Kellogg Graduate School of Management at Northwestern University, where he was a Procter & Gamble International Academic Scholar.

He is fluent in French, German, and English. Michael is married and lives in Denver with his wife and two children.

For more information about Michael, please visit www.zeisser.com