

# Linda Holliday

Linda Holliday is a media, internet and marketing serial-entrepreneur -- recently turned advisor and angel investor with the New York Angels.

Recent investments include:

- Organized Wisdom
- 33 Across
- CE Interactive
- Classwish
- Comixology

A veteran of the entire internet life-cycle to date, Linda's specific passions include search, user experience and information architecture. A contributor to TED conference founder Richard Wurman's *Understanding* series, she has been recognized for bringing fresh thinking to traditional and new media. Valued for her expertise in designing comprehensive on- and off-line 'go-to-market' plans for seed-stage companies, Linda is an active mentor-consultant whose interests still center on the intersection between old and new media.

In 2007, Linda and her partner sold their internet marketing communications firm —Medical Broadcasting Company--to Digitas, and then in turn to Publicis. The then 200+ firm, leading in healthcare, still thrives as Digitas Health with over 600+ employees, over \$100mm in revenue and offices in multiple countries.

MBC was an award-winning pioneer in the internet services sectors and was credited with many innovations. The firm's roster included global blue-chip media and healthcare clients such as Johnson & Johnson and Time, Inc. Valued for its internet and healthcare marketing expertise, MBC was involved in launching and marketing some of the world's largest drugs such as Tylenol and Viagra. The company built more than 1000 web sites, ran complex relationship programs on and off-line, designed robust educational programs and led industry efforts with major media and search companies. In addition to general executive responsibilities, as President, Linda also led marketing, media, innovation, and business development.

Linda also successfully created and exited a thought-leading internet business intelligence company (*ePharmaceuticals*) as well as a production business that produced syndicated television programs (*Bodysense* hosted by Mike Rowe.)

Prior to starting MBC, Linda was the marketing VP for a nationally known commercial, film and Imax film production company (SBK Pictures.) She came to SBK from Cablevision where she led the marketing for sports channels in multiple US cities. Working in sports marketing in Philadelphia, she was fortunate enough to train at the feet of some truly great entrepreneurs, and she was credited with many sports marketing and sports promotions innovations. Whether it was sports channels in Chicago, or Pay-TV in The Netherlands, she is known to say: "Getting viewers to pay for television was great training for the Internet!"

Ms Holliday was born and raised in Detroit, the daughter of an electrical engineer and a psychologist. She attended the University of Michigan, received a BFA in Painting and went on to receive an MBA from The Wharton School. She lives on the Upper West Side with her husband, Ali Naqvi.