



School of Business Administration

SBA Undergraduate Program Office Presents:

How Sony Won the High Definition Format War



**Thursday, March 19th
12:30-2pm, IPJ Theatre**



**Chris Fawcett
Vice President, Home Audio-Video Group
Sony Electronics Inc.**

Chris Fawcett leads the home audio/home video business unit for Sony Electronics. He has U.S. line responsibility for hi-fi components, home theater, custom A/V networking, DVD and Blu-ray disc players. Since joining Sony in 1999, Chris has held a variety of management positions across the company. His work has built #1 market share in many categories and he was instrumental in Blu-ray's historic triumph over HD-DVD in 2008. Ad Age magazine has twice selected Chris as one of the Top 50 marketers in the United States. He's also been named to that magazine's "Top 40 Under 40" ranking and his brand building work has won nine EFFIE awards from the American Marketing Association. Chris serves on the board of directors for both the Digital Entertainment Group. His career began in Chicago at the Leo Burnett advertising agency where he worked with client Procter & Gamble. He also worked at Young & Rubicam in San Francisco as VP of account services during the dot-com boom.