

cinterim

MARKETING AS A SERVICE

Industry Expertise:

- Media & Entertainment
- High-Technology
- Communications & Production

Product Marketing Experience:

- Windows 95 Launch
- Symantec I2 Product Launch
- Symantec Annual User Conference
- Veritas User Conferences
- Radio Shack Home Theater Launch
- Oracle CRM Tour
- Hambrecht and Quist – Annual Analyst Conferences

Production Experience:

- Monterey Jazz Festival
- Penn and Teller
- BB King
- Dana Carvey
- Smokey Robinson
- Bill Maher
- Buddy Guy
- Rosemary Clooney
- Michael Pritchard
- Pat Riley

Published Writing:

- Digital Music News
- The FifthWheel

Contact

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Michael Bloom

Cinterim Chief Strategy Officer



Michael is an artistic storyteller that applies his poetic voice from songwriting and fiction to the art of corporate messaging and brand. Add Michael's creative fire to his expertise in producing the corporate story through more than ten-thousand hours of product launches and executive sessions, and you get a fresh perspective on ways to reach your audience and tell your story.

He is a writer and musician with a lifetime commitment to the arts. Author of a novel, short stories, children's books, songs and poetry, Michael studied with bestselling novelist Elizabeth George, as well as Marilyn Wallace and fiction mega-agent Donald Maass. Michael has written for the Digital Music News and The Fifth Wheel. He is currently co-authoring with business partner, Lisa Arthur, *Fear of Marketing – Why the Companies that Connect People are Disconnected*, as well a novel, set at the 1999 Comdex Trade Show in Las Vegas, that tells the story of the "dot-com" frenzy – from the inside out.

In addition to writing, Michael is a 15-year veteran entrepreneur. He ran his own company, Technical Arts, a staging and event services company, from 1993 to 2007. In that time, he produced global events for many of the leading Fortune 100. He began his career in staging working the stage at the Monterey Jazz Festival and spent eight years at McCune Sound in San Francisco. He has worked with a diverse group of performers, including Penn and Teller, BB King, Dana Carvey, Smokey Robinson, Bill Maher, Buddy Guy, Rosemary Clooney, Michael Pritchard and Pat Riley.

Michael studied classical guitar at San Francisco State University and still performs occasionally in bands and as a solo act in Northern California. He enjoys working with musicians on a grass roots level and maintains a digital recording studio.