

## Executive Leadership Team

### David T. Herman Founder and CEO

As one of the co-founders of Juice Wireless, Inc, CEO David T. Herman supports the overall strategic and business direction for the corporation as well as overseeing company financing and day-to-day business operations.

Herman has over 15 years of senior leadership experience in founding, venture financing and growing the business operations of diverse media, communication and entertainment companies, including:

- **2B Enterprises, LLC** (Founder and CEO) -- 2B develops and implements branded entertainment strategies for non-media companies, plus works with smaller stage companies to raise financing, write business plans and provide overall strategic direction.
- **Network of the World** (President) – A wholly owned subsidiary of Pacific Century Cyberworks' (PCCW). NOW provides wireless broadband service world-wide. At NOW, Herman supported the company's five operating divisions and 400 employees and managed the organization's relationships with its sole financier, PCCW, its strategic partners, IMG and TWI and its US-based distribution partner, AT&T Broadband.
- **Hollywood Stock Exchange, LLC** (Founder, CEO, President and COO) -- HSX is an integrated marketing, research and technology company that provides consumers with the opportunity to buy and sell virtual entertainment securities. At HSX, Herman raised over \$35M in funding, negotiated strategic partnerships with a variety of international broadcasting companies, i.e., MTV Networks, NBC Broadcasting, NBCi, SNAP.com and SBS Broadcasting of Europe, and syndicated HSX trading capabilities to major broadcast, print and online communication outlets world-wide. HSX was sold to Cantor Fitzgerald in July 2000.
- **Origami Media and Entertainment** (Founder) -- Originally established as a consultancy to provide talent and creative concepts for online networks, Origami Media and Entertainment evolved into an incubator startup that provided business and strategic planning, financing support and building management teams for media based Internet start-ups, including Prodigy, Compuserv and AOL's Greenhouse Project. Under Herman's stewardship, Origami built a portfolio of companies with ownership percentages of up to 40%. Origami sold its portfolio to several buyers including AOL's Greenhouse division in 1997.

Herman began his career as a partner at the boutique entertainment law firm of Markowitz & Rabbach, spearheading the firm's impressive growth into music with the representation of both up and coming and established musical artists, record labels and music publishers. During this time, he also separately founded Warrior Music, a music publishing company, that he stills owns today.

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While in law school, Herman founded, built and sold AnnaXannA Entertainment, an independent music video production company; he sold the company to Polygram Entertainment in 1993.

Herman holds a Juris Doctor degree from the Benjamin N. Cardozo School of Law, Yeshiva University, New York, NY.

He is a member of the Mobile Media Association's Governance Committee and The Advertising Club of New York.

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