

Sergey Knazev is a business development, digital media, branding, and marketing specialist with a proven success record in startup and mid-market brand management and development. Sergey has formal training in both marketing and finance as well as Internet and technology, which makes him uniquely qualified for projects involving transition of legacy businesses into digital sales and distribution models. Sergey's core expertise lies in the areas of Internet strategy development, content production, management, marketing and licensing; entertainment and pop-culture branding and marketing; brand and product development, sales and marketing.

In May 2010 Sergey Knazev founded 360EMA, an entertainment and brand management company, specialized in brand management and development, licensing, product development, marketing, sales, and distribution. 360EMA represents leading talent and lifestyle brands for business development, brand management, product development and manufacturing, licensing, branding and marketing, Internet strategy and social media management. Brands under 360EMA management currently exceed \$180 million a year in sales and deliver up to 125 percent in annual growth and enjoy some of the highest profit margins in their respective product categories.

Prior to establishing 360EMA Sergey Knazev launched and sold a number of major projects, including Concent Telecom and IT Headquarters. Sergey co-founded and held positions in real estate and private equity investment companies such as Ocean Properties and Longwood Investment Partners as well as a media company, StarzLife Media. Starzlife specialized in celebrity news content production and licensing to magazines, newspapers and TV channels that operated in twenty-four countries and had over 240 major TV channels and magazines as customers, including CNN, ABC, NBC, Time Warner, Wenner Media, Hearst Publishing, Bauer Publishing, ACP Publishing, and many others.