

Philip L. Elias
President and CEO

Philip Elias is President, CEO and Executive Producer of VELOCITY Broadcasting. Mr. Elias is a 30-year veteran of the advertising and marketing world as CEO and President of Elias/Savion Advertising, Inc., one of the largest agencies based in Pennsylvania.

Mr. Elias has achieved a national reputation for his work and leadership in producing award-winning communications for clients with a host of Telly® Awards, Clios®, Addys®, Daveys® and W3 Awards for Web Creativity.

A graduate of Carnegie Mellon University, Mr. Elias has produced, directed and put his creative mark on noteworthy creative campaigns featuring Muhammad Ali, Tony Bennett, Larry King and supermodel Lauren Hutton. Mr. Elias has also produced global broadcasts with fashion and style icons Vidal Sassoon and Christopher Brooker, and high-definition private entertainment broadcasts with Grammy® Award winning artists such as Wynton Marsalis and Stanley Jordan.

Mr. Elias has been prominent in the movement toward satellite broadcast of live, high-definition television.

Jeffrey P. Esswein
Chief Operating Officer

Jeff Esswein is Chief Operating Officer for VELOCITY Broadcasting. In this capacity, Mr. Esswein is responsible for the development of strategic relationships for VELOCITY to expand the network's global reach.

An entrepreneur for more than two decades, Mr. Esswein is the Founder and former Executive Vice President of Club Com Inc., a place-based media company that established a network in health clubs throughout the United States. During his five-year tenure with the company, Esswein oversaw the network's rapid expansion to 3,000 health clubs and other organizations across the country. In 2005, Esswein executed the sale of Club Com to Amer Sports, the largest manufacturer of sporting equipment in the world.

Susan L. Franklin
Senior Vice President, Strategic Business Development

Susie Franklin is Senior Vice President, Strategic Business Development for VELOCITY Broadcasting, overseeing business development, strategic planning and client business solutions for the company.

Her expansive experience in corporate, non-profit and entrepreneurial environments provides an exceptional platform for client-centered strategies to raise awareness, raise capital, and raise the bar for an organization's communications requirements.

Prior to joining VELOCITY, Ms. Franklin was President/CEO of Strategy First, a project strategy, fundraising and event planning consulting firm. Through her award-winning programs, she was instrumental in guiding an array of non-profit organizations and for-profit ventures to repeated success, including projects that netted seven figures for charitable organizations.

Ms. Franklin's early experience came as Director, Finance & Administration for Coopers & Lybrand/Pittsburgh, where she was responsible for all operating unit finance activities.

Ms. Franklin is Licensed Professional Fundraising Counsel in the Commonwealth of Pennsylvania and a member of the Family House board of directors.

David C. Lewetag II
Vice President, eBusiness Strategy

David Lewetag is Vice President of eBusiness Strategy for VELOCITY Broadcasting and is responsible for developing technology that provides easy and accurate information exchanges, providing service-oriented solutions and offering forward-looking analysis for advanced client solutions.

Mr. Lewetag previously served as lead architect for www.UCCnet.org and brought a global presence to UCCnet's interactive Web site, which was awarded "Best of the Web" by Forbes Magazine. The site serves UCCnet's 4,000+ subscribers, including Wal-mart, Proctor & Gamble, Coca-Cola and L'Oreal.

Mr. Lewetag is a graduate of both Penn State University and the University of Pittsburgh.

Rosemary Mendel
Vice President, Business Development
Sponsorship Programs

Rosemary Mendel is Vice President, Business Development, Sponsorship Programs for VELOCITY Broadcasting and is responsible for developing opportunities for higher education and academic medical institutions and participation for VELOCITY's First Spin and other sponsor-based programs.

Ms. Mendel is a Certified Fund Raising Executive and has more than 25 years of experience in foundation and corporate relationships and fundraising. Prior to her appointment with VELOCITY, Mendel held senior executive positions at leading nonprofit organizations.

Ms. Mendel is a graduate of the University of Pittsburgh and serves on the board of directors of the Western PA Chapter of the Association of Fundraising Professionals.

Ronnie Savion
Creative Director

Ronnie Savion is Co-Founder, Vice President and Creative Director of Elias/Savion Advertising, Inc. Ms. Savion serves as Creative Director for VELOCITY Broadcasting and oversees art direction, production supervision and creative development.

Ms. Savion's creative work is highly published and consistently covered in the American Corporate Identity annual publication. She has achieved national recognition for her talents, earning hundreds of awards and accolades, and her personal design signature is seen across industry landscapes. She has worked extensively with top photographers including fashion photographer, Francesco Scavullo.

A native of New York City, Ms. Savion is a graduate of Carnegie Mellon University.

Jennifer Schmitt
Public Relations

Jennifer Schmitt manages public relations and communications initiatives for VELOCITY Broadcasting.

An award-winning public relations professional, Schmitt's portfolio includes strategic communications and public relations planning and development for a wide range of organizations in insurance and financial, building and construction, manufacturing, retail, nonprofit, and more. Prior to joining the VELOCITY team, Schmitt was a public relations account executive at a marketing and advertising agency located in Pittsburgh.

A native of the Pittsburgh area, Schmitt is a graduate of Ohio University's E.W. Scripps School of Journalism.