

BOB D. HIVELY

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Bob D. Hively is an outstanding leader and visionary executive in the media industry. His ability to cultivate business with high profile organizations including Warner Bros., 20th Century Fox and DirecTV has enabled Bob to grow organizations from zero at startup to multimillion dollar revenues.

In 2007, Bob founded Scenewise, Inc. in Los Angeles, California, a digital learning products startup serving parents, educators, students, and job seekers across the United States. Scenewise draws on globally relevant documentary films to design standards-based lesson plans and workforce-aligned career plans. In his role as CEO, Bob developed the framework for online delivery of these products. Products prompting the launch of Scenewise included Super Size Me, which under Bob's leadership was educationally enhanced and generated sales in excess of 20,000 units.

From 1999 to 2007, Bob served as Co-founder and CEO of Scope Seven, Inc. in Los Angeles. In this role, he led the company to profitability, generating at its peak in excess of \$1 million in income from operations. Under his leadership, the organization grew from zero to \$10 million in gross revenue.

Bob is skilled in cultivating and maintaining business relationships, and because of Scope Seven's reputation for excellence, the company was selected as one of only eight global affiliates of Warner Bros. and as the only affiliate in North America. During his tenure with Scope Seven, the company developed the nationally recognized DVD product, Algebra'scool, which is now distributed throughout 1,000 classrooms across 39 states. The product also earned the prestigious Association of Educational Publishers Distinguished Achievement Award.

In an earlier role, Bob was President and CEO of Custom Duplication, Inc. a leader in media duplication which served entertainment and software industries across the US. The company earned a reputation for excellence and served as the primary media supplier to Atari and Commodore, as the principal supplier to major spoken-word audio tape companies including Dove Books, and as the primary supplier to high profile companies including MCA Records and Price, Stern, Sloan Publishing. In this role, Bob drove the company from less than \$1 million to over \$10 million in revenue, and managed the duplication of 20 million audio cassettes, 5 million video tapes, and 5 million floppy discs each year.

He credits his high achievement to his personal drive to succeed and his ability to articulate a vision and lead others in execution. His success as a serial entrepreneur in the media industry and ability to develop ground-breaking new products are a testament to his undiluted ambition and exceptional abilities. He is a dynamic strategic planner who keeps an ear to the ground and an eye on the numbers; this has allowed him to maneuver through multiple transitions in emerging technologies and new markets. He has great appreciation for corporate culture; this has focused him on continuity in values emphasized within organizations experiencing dynamic change.

Bob earned a Master of Business Administration from Indiana University, where he was in the top 5% of the graduating class. He received a Bachelor of Arts in Business Administration from Washington State University, which he attended on a football scholarship and graduated with high honors. His companies have been the recipients of numerous industry awards including Axiem, Telly, Videographer, DVD Excellence, Golden Lamp, American Graphics, American Design and Leonard Maltin. Bob is a member of the National Advisory Committee of the Entertainment Industry Council and serves on the WSU Southern California Leadership Council.