Ferhan Cook Bio May 2010

Ferhan Cook, is President and Co-founder of Any Screen Productions Ltd, which is an international business development consultancy and established event organizer, based in London and Paris. Any Screen Productions also publishes a popular Mobile newsletter, www.mobiadnews.com, with over 60,000 readers worldwide.

Ferhan Cook has over 25 years of international business experience, ranging from consumer & technology marketing, to international business development, creative event creation and marketing, content publishing, and international content licensing and negotiations.

Ferhan started her entrepreneurial career by co-founding a small Apple Peripherals company in San Francisco in 1982. She was then recruited by Apple Computer where she spent 11 years in both California and Paris. She was one of the original founders of Apple's multimedia activities starting from 1987. Her various roles at Apple included product marketing of the first Apple communications devices, hand held smart assistants, and multimedia software and CD-ROM content covering US, Pacific, and European territories. Ferhan also briefly worked as a VP of Interactive Television and Broadband at Razorfish, in London, a cutting-edge digital media agency.

After Apple and Razorfish, Ferhan chose to develop her own strategic marketing consultancy in London. Ferhan's experience spans across Interactive TV, IPTV, Mobile Film and TV, Mobile Marketing, Social Media, and all strategic Web 2.0 topics, and new business models in digital entertainment. Any Screen's clients in this regard included, Vodafone, MobiTV, Pay Through Systems, Oplayo, Astra SES, Open TV, and several others.

Ferhan is also a savvy events designer/creator/marketer with over 10 years experience in executive producing and marketing successful digital entertainment events, from mini thought-leadership forums to major festivals and award programmes. Her clients in this regard include, Reed Midem, organizers of MIPTV, MIPCOM and MILIA events, PICNIC, a creative festival in Amsterdam, Nokia Thought Leadership Forum on Mobile Marketing. She created, executive produced and served as Head of Jury for the first ever Made For Mobile TV Awards at MIPCOM in Cannes every October from 2004 to 2008.

She is a sought-after public speaker and chair in international forums such as the Ficci Frames India, Seoul Digital Forum in Korea. She has also served in several juries, such as the Digital Interactive Emmy's from 2005 to 2010 and the GMCA Mobile Content Awards in Korea during 2007, 2008 and 2009. Ferhan also collaborates closely with the TED conferences as she plans to create her own TEDX- Ideas Festival in Istanbul in 2011.

On the non-profit side, Ferhan is a founding member of the **Galata Business Angels** in Istanbul which aims to provide angel financing and mentorship locally and abroad to Turkish internet and gaming entrepreneurs. Ferhan is also on the international advisory committee of a newly formed charity called the Heroic Imagination Project (www.heroicimagination.org) created by Phil Zimbardo, an award winning emeritus professor of psychology at Stanford.

She is passionate about helping women and children in education and guiding young entrepreneurs in finding international access to business opportunities. Ferhan wants to put her business experience and international contacts toward these causes, and help other young social entrepreneurs succeed in such goals as well.

Ferhan is a graduate of Robert College and Bosphorus University in Turkey, and holds and MBA from University of Hawaii, and a CPA from state of Hawaii in the USA. Ferhan speaks fluent Turkish and French in addition to English.

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