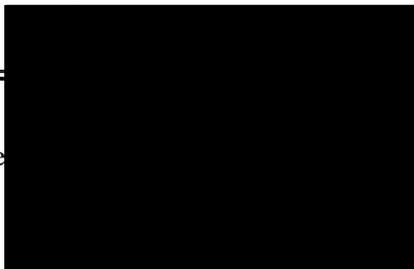


Committee on Energy and Commerce
U.S. House of Representatives
 Witness Disclosure Requirement - "Truth in Testimony"
 Required by House Rule XI, Clause 2(g)

1. Your Name: <i>PETER FARAGO</i>		
2. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No <input checked="" type="checkbox"/>
3. Are you testifying on behalf of an entity that is not a government entity?	<input checked="" type="checkbox"/>	No
4. Other than yourself, please list which entity or entities you are representing: <i>FLURRY, INC.</i>		
5. Please list any Federal grants or contracts (including subgrants or subcontracts) that you or the entity you represent have received on or after October 1, 2009: <i>N/A</i>		
6. If your answer to the question in item 3 in this form is "yes," please describe your position or representational capacity with the entity or entities you are representing: <i>VICE PRESIDENT, MARKETING</i>		
7. If your answer to the question in item 3 is "yes," do any of the entities disclosed in item 4 have parent organizations, subsidiaries, or partnerships that you are not representing in your testimony?	Yes	No <input checked="" type="checkbox"/>
8. If the answer to the question in item 3 is "yes," please list any Federal grants or contracts (including subgrants or subcontracts) that were received by the entities listed under the question in item 4 on or after October 1, 2009, that exceed 10 percent of the revenue of the entities in the year received, including the source and amount of each grant or contract to be listed: <i>N/A</i>		
9. Please attach your curriculum vitae to your completed disclosure form.		

Signature



Date:

9/11/12

Peter Farago

Vice President, Marketing at Flurry

Summary

15 years corporate marketing, product marketing & product management leadership roles across consumer packaged goods, high tech and both large and small companies. Consistent track record aggressively growing revenues, establishing industry leadership and building high-impact, ROI-driven teams. Experience raising venture capital funding.

Specialties

Business Plans, Marketing Strategy, P&L Management, Product Marketing, Corporate Marketing, PR, Advertising, SEO, SEM, Social Media, Online Marketing, Marketing Research (Quantitative & Qualitative), Analytics

Industries: Video Games, Mobile Games and Apps, Wireless, Consumer Packaged Goods, Retail, Analytics, Ad Networks.

Experience with big companies, multi-million dollar budgets and international launches as well as A-round start-ups with under 10 employees.

Experience

Vice President Marketing at Flurry, Inc.

October 2007 - Present (5 years)

Responsible for all corporate and product marketing activities at Flurry, the leading mobile app measurement and advertising platform. Helped set company's new strategic direction, raise additional funding, re-launch and grow from 0 to over 75,000 customers.

Product Marketing Director at Digital Chocolate

October 2004 - September 2007 (3 years)

Kleiner Perkins and Sequoia Capital backed mobile gaming start-up founded by industry veteran, Trip Hawkins. Established and drove product marketing, management and global product portfolio planning. Helped company increase revenue by over 4X, reach profitability and emerge as Top 10 world-wide mobile game publisher.

3 recommendations available upon request

Senior Product Manager at Electronic Arts

June 2003 - October 2004 (1 year 5 months)

Led all inbound and outbound product management and marketing for The Sims franchise, the #1 PC game of all time and EA's most valuable, wholly-owned, original IP. Increased franchise annual profits by over \$10 million.

3 recommendations available upon request

Channel Marketing at Microsoft

2002 - 2002 (less than a year)

Summer MBA internship with Microsoft Press, a \$100m technology publishing division with distribution through Amazon, Borders and Barnes & Noble. Summer project focused on evaluating and revamping channel marketing strategy, with annual budget of \$4 million.

Director of Marketing at Pacific Sun Industries, Inc.

1994 - 2001 (7 years)

LBO-backed, early-stage consumer packaged goods snack foods manufacturer. Began as marketing manager, becoming head of marketing and sales within two years. Aggressively expanded product lines, distribution and promotional programs partnering with accounts such as Costco Wholesale, Wal-Mart and Chevron convenience stores. Grew revenue from \$8 to \$40 million and delivered double-digit profitability five of seven years.

Education

University of Pennsylvania - The Wharton School

MBA, 2001 - 2003

University of California, Berkeley

BS, Business Administration, 1993
