**Peter W. Kuyper Jr.**

33 Shady Vista Road

Rolling Hills Estates, CA 90274

310-612-8855 www.pjkuyper.com [pjkuyper1@gmail.com](mailto:pjkuyper1@gmail.com)

**President … CEO … Division Head**

**Global Expansions / Profit Optimization / P&L / Strategic Positioning / Marketing Operations / Finance / Board Relations & Participation / Public Relations**

**Key Account Relations / Teambuilding / Technology Adoption**

**Change Management / Channel Creation / Sales**

Peter W. Kuyper, Jr. is a highly competent and experienced business leader who has launched and nurtured new operating companies around the world. To support these growing businesses, he has developed the systems, processes, technology, performance metrics and governance structure to keep pace with the rapidly expanding revenues and staff.

His success has its root in his breadth of experience. He is highly effective in all business functions from marketing and sales, though operations, information technology and accounting. His ability to break down complex problems into manageable pieces, communicate a strategy and manage to success is another of his hallmarks. He has a talent for hiring the right people, aligning incentives for the organization and coaching people, as he puts it, to get out of their own way.

His initial position with his current company, Motion Picture Licensing Corp., was Managing Director of the International division which he started. Since then he has ascended to his present post, President and CEO. Under his leadership, the company has grown to its present $65M in revenue with a solid presence in not only the US but also Europe, South America and Asia.

Prior to joining MPLC in 2003, he was employed as Senior Principal by Utilities International, Inc. as engagement manager on consulting projects (2001 to 2002). From 1995 to 2001, served as Senior Principal with American Management Systems where he l**ed** engagements for complex systems and process re-engineering projects.

He earned his MBA at **Cornell University**, Johnson Graduate School of Management. Earlier, he was awarded a BS in Economics by **Lehigh University**. He also completed Georgetown University’s Organizational Development & Change Management program. He is a published author and sought-after speaker.

**History and Highlights**

**President & CEO**

Motion Picture Licensing Corp.

2013 to present

*A 160-employee global rights management company for over 1,000 film and television producers doing business in 35 countries*

**In 2013, he was promoted to manage the entire organization. His tenure has been a complete success. Since his promotion, sales are increasing 18-20% per year worldwide each year.**

**One of his first challenges was to restore revenue growth in a stagnant, inelastic segment which was also** MPLC's largest market - churches. He implemented a price increase strategy that considered longevity and size of accounts. The result: revenue rose 17% and there were no price increase-related cancellations.

**To support the organization’s growth, he improved the quality and utility of financial data by implementing a state-of-the-art BI** tool that unified CRM, billing, and financial data, and bolstered his executives’ ability to accurately evaluate operating companies’ performance metrics and take actions.

**An opportunist, he introduced** an Over-the-Top (OTT) streaming service to capture a huge untapped market. He wrote a business plan, secured funding and launched the first OTT streaming service for business.

Finally, he rebuilt relations with key accounts and suppliers. Prior to his promotion, MPLC had suffered from poor relationships with Warner Bros. International and Paramount Pictures. He met with their top decision makers and restored trust. As a result, Warner Bros. extended international rights to MPLC and removed rights from competitors in a number of territories. Overall, he expanded rights to over 1,000 film and TV producers. The increased Studio support led to the rapid expansion of MPLC’s sales around the world.

**President**

Motion Picture Licensing Corp

2007 to 2012

In this position, Mr. Kuyper oversaw all operating companies. He rebuilt the European sales team with the result that UK sales grew by over 50%, and regional sales elsewhere in Europe increased sharply. He alsoe**stablished a presence in Latin America. To do so, he f**ormed a JV with EGEDA, in Mexico and Brazil, and licensed them as an agent across ten small Latin territories. As a result, customers were able to acquire a single license for both English and Spanish language content. Latin American sales climbed to $5M.

To support MPLC’s growth, he created KPIs and linked them to detailed reports so that executives could easily evaluate causes of changes. In this complex multinational environment, he enabled the executive team to effectively monitor and manage 18 different companies and easily determine where profitability could be improved. He also installed a CRM solution that enabled the company to expand from 4 to 18 offices worldwide while providing excellent client service and support.

**Mr. Kuyper is an adept crisis manager. When** Walt Disney Pictures put out the US rights for bid, he explained in detail why MPLC was the best in the business and was unmatched by competitors. He won the RFP and retained a Studio essential to the business.

**Managing Director**

Motion Picture Licensing Company International

2003 to 2007

Mr. Kuyper was recruited to open the first international MPLC office in the UK. At the time, MPLC was a small US based company with less than 20 employees. **Starting with a** dozen small independent film companies that represented less than 1% of films, he acquired rights from US major studios for 14 European countries and from hundreds of independent European producers. He also negotiated joint venture partnerships in 12 European countries.

In overview, he built a business whose partners included Disney, Paramount, Universal, Warner Bros. and Fox. He attained profitability in eighteen months. During his five-years in this position, revenue rose from zero to over $5M and the foundation was laid for a region that now generates over $35M in annual renewable revenue, more than 50% of MPLC’s annual worldwide revenue.

From 2001 to 2002, he was employed as Senior Principal by Utilities International, Inc. where he served engagement manager on consulting projects. From 1995 to 2001, he was a Senior Principal with American Management Systems where his l**ed** engagements for complex systems and process re-engineering projects.

**Additional Information**

**Speeches and Publications**

Collective Management Organizations Panel Moderator: On-Copyright, 2014

Digital Hollywood Panelist, 2013

Why the fight over online piracy is far from over, Interview: Digital Trends, November 10, 2012

Organizing for Success: How to Get Management Support Presenter: IESNA Street & Area Lighting Conference, October 2002

Why a New IT Architecture is Needed to Support Retail Choice Presenter: Global Energy Business, November / December 2000

The Role of Shared Services During Mergers & Acquisitions Presenter: Shared Services Forum, February 2000

Managing the Risk of New Ventures – Successful Business Launch Presenter: Utility Telecom Ventures, May 1999

Launching New Ventures Presenter: Leading the Retail Revolution, October 1998

Leisure activities: sailing; hiking (avid hiker across Sierra Nevada Mountains and Alps); skiing; yoga.