

## **Rick Sizemore**

**Chief Strategy & Development Officer, MultiMedia Intelligence  
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Founder and co-developer of MultiMedia Intelligence Former President and Founder of business strategy and consulting company, TRIMM (Total Research In MultiMedia

Director of Marketing and Business Development STMicroelectronics; produced over \$4B in sales for STM, Developed STM's eBusiness & eMarketing business model, and managed global resources. Prior to STM Rick worked at Burr-Brown Research Corp (Purchased by Texas Instruments for \$6.2B in 2000), MicroChip, and Intel.

Founder, In-Stat Multimedia Research Over 25 years developing comprehensive business strategies from semiconductors to consumer electronics to service providers as well as business models for the technology market space.