



PHIL WOOD
MARKETING DIRECTOR

Phil Wood is charged with generating worldwide awareness for COOL-ER and COOLERBOOKS.com through direct and retail channels. Building on his 18 years of experience and successful launches of technology-driven international marketing initiatives, he is now eager to take on the \$1 billion e-reader industry.

Prior to his decision to join Interread, Wood managed International Marketing at Dun & Bradstreet, overseeing business development for risk, sales and marketing. In this role he drove international sales generation, bringing in several million dollars of new business during his tenure.

As Global Marketing Director at Actel Corp., Wood supervised marketing, public relations, global media and direct response advertising, overseeing internal and external parties throughout Europe and Asia Pacific.

Wood has led numerous successful product launches, both in house and in a consulting role. At Mitsubishi Electric, Wood led color display and printer launches across Northern Europe. During his tenure at Hitachi, he led Pan European market research activities. At Sun Microsystems, he was integral in the crucial Java OS and SPARC microprocessor product launches.

Wood obtained his Marketing Engineering degree at University of West Yorkshire. His passions include squash, racing go-karts, and watching Formula 1 racing from close range. Wood is an avid (and often frustrated) Leeds United fan.