



### **Steve Rosenbaum, CEO and Founder**

Steven Rosenbaum has been at the forefront of emerging media technologies and storytelling styles since he founded his media company in the early '90s. Always focused on empowering emerging filmmakers, and providing tools and outlets for new voices, Rosenbaum is acknowledged as one of the early innovators in both Video Journalism and User-Generated Video.

Magnify.net is Rosenbaum's launch - a video publishing platform that allows web sites, media companies, and content entrepreneurs to empower their communities to embrace User-Generated Video. Currently Magnify.net powers over 2,000 channels of User-Generated Video, and is working closely with a wide variety of media makers, communities, and publishers in evolving their content offerings to include content created by, sorted and reviewed by community members.

Prior to launching Magnify, Rosenbaum was involved in a variety of initiatives supporting the development of user generated content. In 1995 he Created MTV UNfiltered, a program that put the very first user-generated video on MTV. During his career in mainstream media, Rosenbaum produced films for A&E, Discovery, TLC, The History Channel, National Geographic, Court TV, Trio, HBO, VH1, MSNBC, and CNN. As a feature Director, he is best known for his film "7 Days in September", which chronicled New York's reaction to the 9/11 attacks.

### **Matthew Simon Cavalletto, CTO and Founder**

Cavalletto has over a decade of experience in designing, building, and enhancing bespoke information systems for small and medium-sized organizations using customized software, database and web technologies, and networked hardware configurations.

Born and raised in New York, he developed an interest in computers while in elementary school, and has been programming ever since. He attended Stuyvesant High School, the city's top science magnet school, and continued his studies at the New School, Columbia University, and Cooper Union. He left school to work as a freelance technologist for financial service firms, where he provided graphics production, custom database application development, and deployment of mixed-platform local area networks.

After working briefly on the front-end of Pipeline, an early online service, he was hired as a programmer at MindVox, Manhattan's first commercial ISP. He was one of the original members of web development agency Evolution Online Systems when it was founded in 1994, and became the company's lead technologist and managing partner in 1997. He directed small teams constructing web applications for a succession of clients, including engagements building publishing sites for Nature Magazine's monthly journals, an intranet software package for the idealab! incubator, e-commerce sites for Bluefly.com and Eyeglasses.com, and medical records databases for Columbia Presbyterian Hospital. Following Evolution's reorganization at the end of 2001, he was the proprietor of independent consultancy Evolution Softworks for four years until joining Magnify.