



## SILVERWOOD PARTNERS

Silverwood Partners Adds Senior Media Technology Executive To Team -  
Graham Sharp Joins Firm as Industry Advisor

**SHERBORN, MA – March 18, 2010** – Silverwood Partners, a specialized technology, consumer and healthcare investment banking firm, announced that Graham Sharp has joined the firm as an Industry Advisor in the media technology sector.

Graham Sharp has over 25 years of executive and consulting experience working for and with the leading companies in the media technology industry. He currently is a Director of Media Asset Capital, a full service media consultancy, and is a Director with AV3 software, a creative software developer and vendor. Mr. Sharp has also served as Executive Vice President and General Manager of Avid's Video division where he created a consulting and system integration group which grew to be one of the biggest broadcast solutions providers in Europe. Prior to his Avid experience, Mr. Sharp held executive management positions with Post Impressions, Discreet Logic and Dynatech.

"Graham Sharp's depth of experience and capabilities are a great asset and an important resource to Silverwood's clients and industry contacts. Graham has been directly involved in integrating multiple acquisitions, and his experience also includes solution selling, marketing, finance, product development, and executive management" Said Jonathan Hodson-Walker, Managing Partner of Silverwood Partners. "The media technology industry is in a period of dynamic change as customers are undergoing a business model transition that is driven by a shift in advertising spending away from traditional broadcast channels. While it is unclear what the eventual long-term equilibrium will look like among media technology vendors, in the short-term consolidation of vendors is inevitable" continued Mr. Hodson-Walker.

"Silverwood Partners has represented or sold businesses to most of the major companies in the media technology industry. The firm's deep sector focus combined with a high quality, hands-on approach to transaction execution is a great fit with my experience and current initiatives. I look forward to working with Silverwood Partners as an industry advisor," commented Mr. Sharp.

### **About Silverwood Partners**

Silverwood Partners is a sector focused investment bank that provides M&A and private capital raising advisory services to information, communications, financial services, and digital imaging technology companies, and healthcare, industrial

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Silverwood Farm Place, 32 Pleasant Street, Sherborn, MA 01770

Tel: 508.651.2194 • Fax: 508.651.9590

[www.silverwoodpartners.com](http://www.silverwoodpartners.com)

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Silverwood Partners Press Release  
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Page 2.

and consumer companies. Silverwood delivers acquisition, divestiture or corporate sale advisory, strategic-financial advisory and institutional financing services to companies in its targeted business sectors. For additional information, visit Silver wood's Website at [www.silverwoodpartners.com](http://www.silverwoodpartners.com).

Press Contact  
Jonathan Hodson-Walker  
Managing Partner  
Silverwood Partners

T. 508-651-2194  
E. [jhw@silverwoodpartners.com](mailto:jhw@silverwoodpartners.com)

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