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Contact: Harvey Levenson  
805-756-6151; [hlevenso@calpoly.edu](mailto:hlevenso@calpoly.edu)

## *Getty Images Executive to Talk on 'Value of Visual Content' March 7 at Cal Poly*

SAN LUIS OBISPO – Getty Images' senior director of marketing strategy will present "The Value of Visual Content" from 7:10 to 8 p.m. Thursday, March 7, in Chumash Auditorium in the University Union at Cal Poly.

Michel Sitruk oversees global marketing strategy for media, the fastest growing client group within Getty Images. He is responsible for driving lead generation programs, exploiting an ever-expanding digital product mix, growing customer base, leveraging key market trends, identifying and delivering new opportunities, defining go-to-market initiatives, and achieving ongoing revenue growth.

Sitruk will talk about the reasons premium content matters; how media entities and ad agencies leverage quality content as the cornerstone of great experience and communication; how online media leverage images such as news, sports, entertainment and archives to make publications "stickier" and drive unique visitors, page views, and ad revenue; and finally, how consumer brands rely on visual content to build marketing strategies.

Before his tenure at Getty Images, Sitruk served as director of marketing and communications for WireImage, a leading U.S. entertainment photo agency, and served as marketing director for Soundwalk, a New York-based digital media company. As senior consultant for TrendSpotting LLC, a marketing strategy consulting firm, he provided market analysis and competitive intelligence to Fortune 100 European companies such as L'Oréal, Vivendi Universal, and Fnac.

Originally from Paris, Sitruk holds a doctorate from New York University.

The Distinguished Scholar Lecture at Cal Poly is free and open to the public. Sitruk will be on hand and refreshments will be served at a reception immediately following Sitruk's presentation.

The event is sponsored by Cal Poly's College of Liberal Arts, and the Graphic Communication, Journalism and Modern Languages and Literatures departments.

### **About Getty Images**

Getty Images (<http://gettyimages.com>) is the world's leading creator and distributor of visual content. The company's award-winning photographers and imagery help customers create inspiring works that appear in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and websites. Headquartered in Seattle and serving customers in more than 100 countries, Getty Images believes in the power of imagery to drive positive change, educate, inform and entertain.

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