



JOHN SPERRAZZO (SAN DIEGO) – With more than 30 years of executive marketing and event management experience, Mr. Sperrazzo has held positions in product management, product marketing, business development, sales and communications. As Partner, he is responsible for managing client relations, business development, event management, media outreach, spokesperson training and corporate/product messaging. Mr. Sperrazzo has planned and executed client press tours nationally and has forged strong relationships with the media and analyst community. He has developed key messaging and media relations/PR campaigns for more than 100 companies in the technology, medical, healthcare, loyalty, travel, distribution, imaging, non-profit and consumer product sectors – including venture-backed, private and publicly held companies.

Prior to joining Eye-To-Eye Communications in 1999, Mr. Sperrazzo served as Co-Founder and Senior Business Development Manager for Iomega Corporation's "Beyond PC" business. In this role, Mr. Sperrazzo successfully extended the Zip drive product line into non-PC product categories such as printers, scanners, set-top boxes and audio devices which earned the Company national recognition in *BusinessWeek* and the *Wall Street Journal*. He also served as worldwide product manager of Zip drives where he managed Iomega's \$600 million aftermarket Zip drive product line, as well as, the product strategies of current and future Zip products. He successfully launched Iomega's premium Zip drive, *ZipPlus*, and the *Zip Starter Kit* into the retail, catalog and distribution channels. Prior to Iomega, Mr. Sperrazzo worked in product management at Dell Computer Corporation and as Manager of Internal Communications for international distributor Merisel, Inc. He also held several sales roles within Merisel's Retail and VAR divisions.

Mr. Sperrazzo holds a Bachelor of Arts degree in International Relations from the University of San Diego and an M.B.A. from the University of North Carolina at Chapel Hill. He has received awards from the Publicity Club of Los Angeles and the Public Relations Society of America. Mr. Sperrazzo founded the *Merisel Foundation*, which began serving the Los Angeles area in 1993.

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*Eye-To-Eye Communications Inc. is an eighteen-time recipient of the San Diego Business Journal's **Top 25 Public Relations Agencies Ranking** 2000, 2001, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023 (2024 expected)*