



Josette Bonte

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Josette Bonte is chief digital media strategist for the Cisco Internet Business Solutions Group (IBSG). Bonte, an industry veteran and expert in digital media and filmed entertainment, spent the first 11 years of her career as a film and television industry executive in Hollywood, and the past 14 years in the fields of telecom, interactive television, broadband content, and online games.

Bonte joins Cisco from Cookie Jar Entertainment—producers of acclaimed children’s TV series, including *Arthur*, *Caillou*, *Zaboomafoo*, and *The Doodlebops*—where she was vice president of digital media.

Bonte previously served as vice president of content and IPTV for Ovum, working on IPTV content deployment strategies with service provider clients including AT&T, Verizon, France Telecom, and BT.

A teleco TV pioneer, in 1994 Bonte joined US West (now Qwest Communications) as head of strategic marketing, entertainment, and interactive services, where she participated in the company’s early interactive media and video-on-demand trials, soon becoming the company’s liaison to the Hollywood entertainment industry for content strategy.

In the 1980s, Josette served as executive director of Unifrance Film, where she represented the French motion picture and television industries in Hollywood. She subsequently founded EuroScreen Partners, a film production and distribution company where she served as CEO.

Bonte has an M.F.A from the UCLA School of Film and Television, and a Ph.D. in telecommunications and new media from the Sorbonne. She is the author of *La Television a la Carte aux Etat-Unis*.



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