



## **Who is LowbrowLabs?**

LowbrowLabs is the brainchild of two of inter-tainment's hottest rising stars, Richard Martinez and George Krstic. LowbrowLabs is a collection of filmmakers, writers, digital artists and developers who are positioned at the forefront of the ever-evolving entertainment industry and who are actively participating in that evolutionary process.

## **Board of Directors**

**Richard G. Martinez**  
CEO / Secretary

Artist and creative heavy-hitter Richard Martinez is a veteran of the neodigital business world as well as a respected member of the fine art community. His professional achievements include *Access Magazine*, an award-winning entertainment/technology publication for which Richard served as Creative Director, and numerous multimedia projects for the Disney Corporation and Sony Pictures, among others. As Creative Director for MP3.com, he conceptualized and created the visual image of one of the Internet's most prominent businesses. As CEO and President, Richard brings his vast experience as a producer, fine artist, graphic designer and digital guru to LowbrowLabs.

**George Krstic**  
COO

Writer and director George Krstic has been honored with numerous awards worldwide for his achievements in film and animation. He has worked with MTV, USA Network, Sci-Fi Channel, Eruptor.com and Thirsty.com. His credits include work on the Emmy-nominated animated series *MTV Downtown*, the Internet-based *WebRiot* and *The Bunker Project*, and television shows such as *Renegade*, *Silk Stalkings* and *Pensacola*. As COO and Director of Development, George brings his industry experience, his creative talent and his awesome energy to LowbrowLabs.

## **Executive Officers**

**Richard G. Martinez**  
President / Creative Director

**George Krstic**  
Director of Development

**Lars Pearson**  
Executive Vice President

LowbrowLabs Editor-In-Chief Lars Pearson began his journalism career as a newspaper editor, later working as a magazine editor and columnist on entertainment publications such as *Wizard: The Comics Magazine*, *ToyFare: The Toy Magazine* and *InQuest Gamer*. Simultaneously, he became a highly respected science-fiction reviewer and researcher, writing reference guides on franchises such as "Doctor Who." Now in Los Angeles, Pearson's immensely varied writing/editing resume includes medical articles, a women's self-help book, texts on corporate technology management and a series of Iowa farm stories.

## **Senior Officers**

**Lars Pearson**

Editor-in-Chief

**Alain Matz**

Senior Vice President of Development

**Jody Schareffer**

Vice President of Development

## **Management Staff**

**Ginger Weatherford**

Web Operations Manager

**Todd La Rose**

Production Manager

**Bobby Fereidouni**

Accounts Executive

## **Advisory Board**

**Chris Prynosi**