



MARK HOWORTH

PARTNER - EXECUTIVE OPERATIONS
INTERIM & FRACTIONAL CEO



RELEVANT EXPERIENCE

Mark Howorth is a global media and technology executive with more than 25 years of experience leading companies through turnarounds, integrations, growth, and exit preparation. He has served as CEO, President, and COO across multiple private equity-backed businesses, with a focus on improving performance and aligning global operations.

Chief Executive Officer – VSI: Led a global media localization company focused on dubbing and subtitling services. Brought in to modernize operations, accelerate growth, and position the business for a potential sale while navigating the increasing impact of AI.

President – Iyuno-SDI Group: Served as President of a media services company formed through the merger of Iyuno, BTI, and SDI Media. Helped scale the combined organization from approximately \$375 million to over \$500 million in revenue through disciplined integration, process execution, and alignment across global operations.

Chief Executive Officer – SDI Media: Led the largest player in media localization through a full operational turnaround. Restored profitability following a period of decline after acquisition and drove growth through internal improvements and targeted acquisitions, ultimately positioning the company for sale.

Chief Operating Officer – Panavision: Joined as part of a leadership team following a recapitalization led by Cerberus Capital. Over four years, doubled EBITDA, introduced new products, and improved operational performance across this global business.

Chief Executive Officer – National Mobile Television: Led the world's largest provider of mobile broadcast production trucks through a financial turnaround and operational expansion. Guided the transition to HD technology, launched new service lines, and positioned it for sale following its turnaround.

Partner – Bain & Company: Spent 15 years as a Partner, advising clients across multiple industries on growth strategy and cost transformation, with significant private equity client exposure. Also served as global head of recruiting.

PERSONAL STATEMENT

I work with companies facing operational and strategic change, including turnarounds, post-merger integration, growth, and transaction preparation. These situations require clear direction, aligned teams, and a practical approach to improving performance.

My background is as a CEO and operator in global media and technology businesses. Over the past 25 years, I have led multiple companies through complex situations, often in private equity-backed environments and across multiple geographies.

I focus on establishing clear operating plans and driving disciplined execution. That includes working closely with leadership teams on organizational structure, incentives, pricing, and process improvement, as well as supporting M&A activity and integration where needed.

In many cases, the work starts with restoring focus and accountability across the organization. That may involve simplifying the operating model, clarifying priorities, or addressing gaps in execution that are limiting performance. From there, the emphasis shifts to building consistency in how the business operates and ensuring that improvements are sustained over time.

More recently, I have worked with media and technology companies on strategic and operational questions related to growth and technology change, including the impact of AI on localization and content services.

At TechCXO, I serve as an interim and fractional CEO and operations executive, working directly with leadership teams and investors to stabilize performance, improve execution, and prepare businesses for their next stage.

PRACTICE FOCUS

Executive Operations

- Strategic Planning & Execution
- Company & Growth Strategy
- Consolidation & Acquisition
- Market Strategy / New Market Entry
- Organizational Alignment
- Partnerships & Strategic Alliances
- Transformation Execution
- International Business Development

SECTOR EXPERIENCE

Media (B2C)

- Broadcasting, Radio & TV
- Movies, Music & Entertainment

Financial Services

- Private Equity

Information Technology

- Communications & Networking
- Cable Service Providers
- Communication Software
- Business/Productivity Software

Commercial Services (B2B)

- Media & Information Services

EDUCATION

Harvard Business School
MBA

University of California, Berkeley
Bachelor of Science, Business Administration