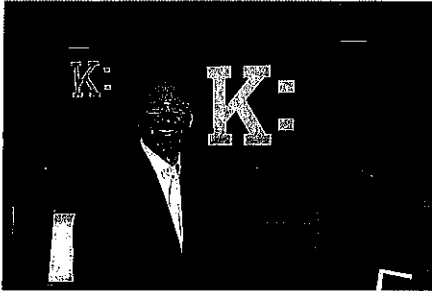


Knowledge: Network

A HOME FOR INDEPENDENT THINKERS

Rudy Buttignol -President & CEO of Knowledge Network Corporation



It has been argued that the recent global financial crisis, known as the "Great Recession", was inevitable due to the inability of leaders to think independently and challenge conventional wisdom. Warren Buffet, the richest and most successful investor of all time once said "You can't do well in investments unless you think independently." Rudy Buttignol explores the value of independent voices in our society, and the role independent thinking has played in his life as a

spectator, a student, an entrepreneur, an advocate, a producer, and a broadcaster. Mr. Buttignol has brought this perspective to his role as President and CEO of Knowledge Network Corporation, where he has spent the last four years rethinking public broadcasting to better position Knowledge Network for the digital age. In the face of economic uncertainty, globalization and technological advances, independent thinking becomes all the more important for business and community leaders to seize new opportunities and inspire change.

Biography

Rudy Buttignol is President and CEO of Knowledge Network Corporation. Since his appointment in 2007, he has transformed and re-branded British Columbia's public broadcaster as a 24/7, multiplatform digital service, with increased audience share, viewership and revenues. Buttignol also continues as a tutor at Munich's Documentary Master School, and moderates financing forums in Amsterdam and Leipzig. In 2009 he founded the Storyville Forum with the Vancouver International Film Festival. He is the recipient of several international honours including the inaugural Doc Mogul Award from the Hot Docs international festival, and nine Gemini (Canadian Academy) Awards.

Currently, Buttignol serves as Chair of the International Advisory Council of the Toronto Documentary Forum; Vice-Chair of the Association of Education Broadcasters of Canada; and a member of the Board of Directors of the Vancouver International Film Festival, Board of Governors of the Canadian Conference for the Arts, and the advisory council of the European Television and Media Management Academy in Strasbourg. Buttignol was founding Chair of the Documentary Organization of Canada and founder of the Toronto Documentary Forum.

In 2006-07, he worked as a consultant, leading master classes around the world on the international marketing of documentaries. From 2000 to 2006, as TVOntario's Creative Head of Network Programming, Buttignol re-branded the network, increased ratings and revenues, and launched new series such as Film 101 and Masterworks. He also served as Executive Producer of the international documentary series Human Edge, and Saturday Night at the Movies.

As Commissioning Editor and Creative Head of Independent Production from 1993 to 1999, Buttignol founded TVOntario's award-winning series *The View From Here*, commissioning notable documentaries such as *The Corporation*; *Manufactured Landscapes*; *Dying at Grace*; *The Bodybuilder* and *I*; the Oscar nominated *Hardwood*; *Diamond Road*; *Black Coffee*; *Empire of the Word*, and Emmy-winner *Yo-Yo Ma: Inspired by Bach*.

From 1975 to 1993, Buttignol worked as writer, director and producer. His programs, which have appeared on A&E, CBC, Discovery, Global and PBS, include *Jack Bush*; *Neon: An Electric Memoir*; *Art Off This Earth*; and *Soviet Space*; the *Secret Designer*. In 1979, Buttignol founded Rudy Inc. with offices in Toronto and Houston. Buttignol was born in Pordenone, Italy. He is a graduate of the Faculty of Fine Arts at Toronto's York University, and has completed Executive Education programs at the Banff Centre, the Stanford Graduate School of Business and the Harvard Business School.