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Rita Cosby Highlights Influence of Converging Technologies on Media at NCTA

William "Billy G" Glynn, Collective IQ Chairman and Co-Chair of the 2007 North Carolina Technology Association's CEO Conversation Welcomes Veteran Journalist

Durham, NC (PRWeb) April 23, 2007 - Rita Cosby, media personality and veteran journalist, spoke on the influence and future of converging technologies on media creation and consumption at the 2007 North Carolina Technology Association's CEO Conversation. Ms. Cosby addressed the more than 500 assembled media, technology and finance executives assembled by invitation of event co-chair William "Billy G" Glynn, founder and Chairman of Collective IQ (<http://www.collectiveiq.com>), ranked one of the world's top innovators by Information Week.

"In today's interactive media landscape with everything from traditional broadcast to blogs, there are no longer the clear lines that used to exist between media and consumers. The trend is towards consumption of multiple sources of information, with varying depth and focus," said Rita Cosby, "The challenge for media and technology companies is to create a seamless experience that provides audiences with qualitative information across all touchpoints, while preserving journalistic integrity. Billy was able to aggregate a group of industry leaders who touch every aspect of this process, and I was impressed by the quality of the discussion."

About Collective IQ

Collective IQ is a Corporate Merchant Bank focused on a family of elite private equity funds (buy out, niche equity, leasing, sub debt, mezzanine), a portfolio of companies and provides niche alternative asset class services. Headquartered in Atlanta, with offices worldwide, CIQ serves as the corporate venture and development team for a network of global 1000 corporations.

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