

INTWO FOCUS

WHO WE ARE



We are two guys who believe Web video is a fantastic way to communicate with older consumers – like us.

That's why we created the Web video marketing agency InTwoFocus

Here are few words about ourselves

I am Gerald Wortman and have had an exciting life in photography, film and advertising.

Way back I started as a fashion photographer with David Bailey. I then moved to New York and started my own studio working for Harpers Bazaar, Glamour and the New York Times plus many of the top advertising agencies. I moved on to Paris where I worked with



Vogue, and Elle. Back to the UK where I became involved in TV and partnered with my brother to set-up the Arts Channel and making films for Unilever and the International Herald Tribune.

My attention then turned to food. I created a radically new concept in cookery books that were sold worldwide. Finally, I discovered Web video. The perfect media that enables me to use all of my photographic, filming, publishing and advertising experience.

I am the other half of the partnership – Dick Stroud

In prehistoric times I started work with IBM – and yes I really did only wear white shirts. A few years latter and via a detour to get a MBA I moved to P.A Consultants. I then spent a lot of time in airports and stuffy board rooms advising my old employer (IBM) and its competitors.



Jump forward s a couple of decades and I discovered the Internet and thought: "that might have some potential". After writing a book (Internet Strategies) I advised companies about all things digital. I then discovered the next big marketing opportunity. In partnership with OMD, the world's largest media agency, I wrote the UK's best selling book about 50-plus marketing and then started 20plus30 – a marketing consultancy to help companies exploit the fantastic buying power of the over-50s. And then I discovered Web Video. That's why you are reading this.