

# **Gary Yentin**

**CEO & Founder at App-Promo**

Toronto, ON, CA

Mobile App Marketing & Monetization Expert

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## **Biography**

Gary Yentin is a senior mobile executive, with over fifteen years of experience managing strategy sales, marketing, operations, and technology for established entertainment, new media and technology companies. For the last ten years Gary has focused on mobile technologies, including content development and distribution having worked for m-Qube (now Verisign) in the capacity of Vice President, and mobile advertising having worked with Admob, Enpocket, Nokia, Quattro and Jumtap.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Telecommunications, Wireless

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## **Areas of Expertise**

Mobile App Marketing, App Distribution, App Discovery, Mobile Monetization, Mobile App Strategy

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## **Affiliations**

BlackBerry Alliance Program, Apps Developer Alliance, Apple Developer Program

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## **Sample Talks**

### **Tackling the Challenge of App Discovery**

You've built your app. You've put it in the app stores but aren't seeing the downloads and activity you were expecting. With today's app eco-space being extremely saturated, tackling the challenge of discovery is key to any app success. Our goal is to equip you with marketing tips and tactics you can employ to increase your app's visibility to help your product succeed.

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## **Event Appearances**

**Panel: Create the Most Successful Monetization Strategy**

BlackBerry DevCon Europe

## **Mobile and Tablet Apps: What Works for your Business?**

nextMedia Toronto

## **Going Global with your Apps - Panel**

FITC Screens

## **Tackling the Challenge of App Discovery**

AndroidTO

## **iPhone Apps & Tablet Apps: Change Agents - App Breakthroughs, Video, Games, Mobile Engagement and Advertising (Panel)**

Digital Hollywood

## **How to Be a No. 1 App and Not Loose Money**

Cannes Lions

## **Tackling the Challenge of App Discovery**

BlackBerry DevCon Americas

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## **Education**

### **Concordia University**

MBA International Business

### **McGill University. Concordia University**

M.B.A. International Business

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## **Accomplishments**

### **Founded App-Promo - Mobile App Marketing & Strategy Firm**

At App-Promo, we help developers, brands, agencies and app stores build visibility and drive sales for their mobile Apps. We work closely with our clients to develop consumer insights, increase visibility, acquire more customers and drive sales. Whether launching a new game, music, sports, travel or other application, App-Promo is there to help you succeed. For more information, please visit [www.app-promo.com](http://www.app-promo.com).

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