

Jay Samit

CEO at SocialVibe

Los Angeles, CA, US

Top Industry expert on how Brands can leverage Social Media

Description

As CEO of SocialVibe, we provide the most effective way for brands to reach, engage, and spread messages through a targeted audience of over 600 million hyper-connected consumers in social media. At Sony, Jay Alan Samit was responsible for the development of new business models for the company. As GM of Sony's digital businesses, Samit liaised with other divisions in the development of joint initiatives that fully capitalize on the depth and strength of Sony's hardware and content. Samit originally joined Sony as head of strategy for Sony Music.

Prior to joining Sony, Samit was Global President of Digital Distribution & Development for EMI Recorded Music. Under Samit's guidance, the company broke new ground with its forays into wireless OTA, ringtones, streaming radio, secure P2P and subscription business models. Samit championed digital download initiatives, and created company-wide policies that combated piracy and enabled artists to make significant gains in the online music space. Samit's aggressive move into mobile and the digital distribution of music made New Media into the leading profit center for the company, generating over \$100 million in profit. Active in the developer community, Samit nurtured start-up companies and helped take them public in markets around the globe. Working with artist and managers to develop new sustainable revenue streams, along with his role as one of the leading authorities on new media, garnered Samit the Gavin Label Executive of the Year in 2000. Active Board member on both public company boards and private advisory boards.

Specialties

Successful in developing long-term relationships with key industry leaders and a proven deal-making ability to create enduring strategic partnerships; including multi-million dollar deals with: McDonald's, Coca Cola, United Airlines, Ford, GM, and Best Buy. Experienced technologist who develops and markets breakthrough technologies for such companies as IBM, Intel, Kodak, and Microsoft.

Go-getter who promotes social responsibility and cause-marketing in every aspect of corporate life.

Availability

Keynote, Panelist, Author Appearance

Industry Expertise

Advertising/Marketing, Telecommunications, Social Media, Media - Online

Topics

Social Media Roi, Engaging the Consumer, Secrets of Successful Brands in Social Media

Affiliations

WGA, IAB, Magic Castle, USC Faculty

Sample Talks

The Secrets of Successful Social Media Marketers

The era of buying impressions is over. Learn how Sony, Disney, McDonald', Coke, Microsoft, Kraft, Best Buy and scores of others are getting consumers to spend an average of 63 seconds engaging with their brands, sharing the messages with their friends across Facebook, and becoming brand evangelists. The Secrets of Successful Social Marketers illustrates how any advertising budget can maximize ROI through social media.

Past Talks

Title

AdTech Tokyo

Title

TV Summit

Title

CTIA

Title

AdTech New York

Title

Needham Conference

Title

CES

Title

Pivot

Title

IAB Conference

Title

Midem

Title

Paid Content

Title

Advertising Week

Title

Seoul Digital Forum

Title

Campaign Tech

Title

Digital Hollywood

Title

3GSM

Title

CMO Conference

Title

Montgomery Conference

Title

IFPI Conference

Title

Pivot

Title

OMMA Global

Title

NAB

Title

AdTech

Title

Founders Institute

Title

Asia Music Conference

Title

ProMax

Title
METal

Title
E3

Title
Seimer Summit

Title
Variety Summit

Title
American Growth Capital

Title
Milliken Institute

Education

UCLA

UCLA
Bachelor of Science with Honors

University of Southern California

USC
Adjunct Professor Engineering

Accomplishments

President, ooVoo

ooVoo provides a high-quality, free, social video-chat service and integrated instant messaging to more than 52 million registered users worldwide. ooVoo enables people to connect with their friends, family and community via 12-way video chat over the Web, Facebook, desktop and any Android or iOS-based mobile or tablet device using cloud-based connectivity. The ooVoo mobile application was awarded the "Best of the Year" distinction in 2011 by PC Magazine.

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