

# **Jeff Eddings**

**Senior Director, Product Management – Emerging Technologies at Turner Broadcasting and Media Camp**

San Francisco, CA, US

Emerging Technologies at Turner Broadcasting and Director of Media Camp

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## **Biography**

Product and business strategy and development leader building web and mobile since 1993, including product management, business development, software development, and team management. Currently at Turner Broadcasting as Senior Director of Emerging Technologies, and run Media Camp, an accelerator for media startups in San Francisco. Formerly at Google for seven years, building ads, developer, client, real-time internet, and web infrastructure products.

Specialties: Internet technology strategy, leadership and product management; quickly and robustly building minimum viable products; partnerships and developer ecosystems; technical and business evaluation and diligence; and Internet search, advertising, and social.

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## **Availability**

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

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## **Industry Expertise**

Internet, Computer Software, Media - Online

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## **Areas of Expertise**

Product Vision, Minimum Viable Product, Internet Behavioral Design

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## **Sample Talks**

### **Designing and Developing the Internet for People**

Agile development, key-value databases, go-to market strategies, minimum viable products. There are many important elements to building products on the Internet and mobile. But the most important element is one that is so often forgotten: the people using the product. "Users first," yes, but we need to shift our thinking to "people first." In this talk, Jeff Eddings will spell out the key things that every team needs to know to deliver successful products to people.

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## **Event Appearances**

### **Innovation in Media**

Online Sales All-Hands

**LAUNCH Festival Accelerator Panel**  
LAUNCH Festival

**The Future of Social TV**  
Digital Hollywood

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## **Education**

**Massachusetts Institute of Technology**  
Post Graduate Technical Japanese for Computer Scientists and Electrical Engineers

**University of Florida**  
BS Mathematics, Computer Science, East Asian Languages & Literatures

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