

# Peter Vamos

**Branded Content Leader at Business Innovator and Builder, Story Teller**

Toronto, ON, CA

Peter Vamos is a Mentor for IDEABOOST.

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## **Description**

Peter Vamos is the former Managing Director of Video at The Toronto Star, where he developed the video strategy for thestar.com, including The Star's video branded content business.

Previously, he was Head of Video and Revenue Products at Postmedia where he oversaw initiatives that drove digital revenue and delivered video programming to Postmedia's audience of 7 million. Peter is founder of Postmedia's online TV channel featuring long-form documentary, lifestyle and current affairs programming.

Peter was previously executive director of the Banff World Media Festival, publisher of Playback Magazine and founding editor of Canoe.ca

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## **Topics**

Digital Media, Content Strategy, Television, Content Development, Advertising, Publishing, Digital Strategy, Video, Journalism, Editing

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