

# Yoav Schwartz

**CEO, Founder at Uberflip**

Toronto, Canada Area, ON, CA

You'll love getting this flip off! Uberflip's CEO will give your audience the scoop on leading edge digital publishing web applications

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Yoav Schwartz is CEO and co-founder of Uberflip, providing the strategic vision and business management of the company. Utilizing 14 years of hands-on experience in all aspects of web application development & design, Yoav also oversees product development, infrastructure and managing the technology team.

With a Computer Science degree from the University of Western Ontario, Yoav is a unique combination of a creative and analytical thinker. Involved in several family-owned businesses throughout his career, Yoav has been exposed to all facets of business and industries such as commercial flooring products.

Yoav was the key system architect and designer in the creation of the original Uberflip concept Mygazines. In his spare time, Yoav likes to kick back with one of his guitars in hand; most recently trying to perfect Bach's Bourrée in E minor.

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

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Internet, Computer Software, Media - Online, Management Consulting, IT Services/Consulting, Information Technology and Services, Publishing

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Web Design, Digital Marketing, Web Development, Business Strategy, Marketing Strategy

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## **Designing for Digital: Creating Content That Shines on Different Platforms**

Engaging digital audiences takes more than turning your print content into a boring PDF. Consider layout, colors, font size, multimedia elements, social media and other interactive tools. Marketers, publishers and other content creators must leverage design and technology to keep things simple, clean, fast to load and appealing on tablets and other devices.

## **Your content on every device. No extra budget or resources needed**

Learn how to integrate mobile into your current publishing strategy without duplicating your work load or investing more resources. From design to content preparation, enhancements and distribution... Save and make money with a cost-effective mobile publishing approach. Join Yoav as he takes you through the latest stats on digital media consumption by Comscore, and explains why a multi-platform digital publishing approach is the way to go.

## **How to Optimize your Content for Digital Audiences**

Digitizing your content takes more than turning your publication into a plain old PDF. Marketers, publishers and other content creators must leverage design and technology to keep things simple, clean, fast to load and appealing to digital audiences. During this workshop, Yoav will explain how branding, font size, multimedia, pop-ups, layout, social media and other interactive tools can improve the look of your PDFs.

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## How to Turn Your PDF's into Interactive Online Applications

Sprout Up May

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**The University of Western Ontario**

BSc Computer Science

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### **CEO, Founder – Uberflip**

Uberflip empowers marketers, publishers, professionals, educators and corporations with the tools to produce, distribute and track their content on any web enabled device. Our web based software-as-a-service platform converts a PDF into an interactive Flipbook experience where embedding links, integrating with social media and adding videos is just the beginning. Uberflip offers you the easiest way to supercharge your PDFs – making them more interactive, accessible and trackable.

### **Owner – YMS Dynamics**

YMS Dynamics is a boutique web development & design company based in Toronto, Ontario, Canada. We create web sites and user interfaces built with the latest web standards & techniques for companies of all sizes. In a nutshell, we provide agency-quality services without the heavy price tag! We're creative, effective and ready to take on the next big challenge.

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