

## **Jerry Del Colliano Speaker Intro:**

Jerry Del Colliano is an expert on generational media. He is an advisor to new media and broadcasting and taught advanced media courses as Professor at the University of Southern California. He founded *Inside Radio*, a top industry publication that was sold to Clear Channel in 2002.

Jerry's popular website, *InsideMusicMedia.com* has become one of the most influential publications in the area of streaming media, mobile content, radio, television, short form video, podcasting, advertising, social networking and generational media. His daily articles are viewed by almost 100,000 visitors each month. Jerry's background covers working in traditional television, radio, media management and publishing.

Jerry's advice and opinions are widely sought by the news media where he has been featured or quoted in publications such as *The New York Times* and *Wall Street Journal* as well as CNN, the major broadcast networks, *People Magazine*, *Vanity Fair* online, *Rolling Stone* and many other publications large and small.

What sets Jerry apart is his devotion to studying generational media *before* major decisions and initiatives are funded and developed. He looks to Apple's CEO Steve Jobs as an example of a great leader who understands generational media perhaps better than anyone else. And while Jobs may have that ability built into his DNA, Jerry believes the rest of us can acquire skill sets that help see the future more clearly.

***Please welcome....Jerry Del Colliano***