



Jerry Del Colliano

Jerry Del Colliano is an expert on generational media.

His motto is: “*the teacher and the taught together do the teaching*” – and people who have heard him speak or worked with him in “Solutions Labs” have discovered that their first idea is generally their worst idea. The trick is – learning how to get to the seventh one. Jerry shows them how.

Jerry’s background covers working in traditional television, radio, media management and publishing. He founded *Inside Radio*, a top industry publication that was sold to Clear Channel in 2002. Jerry worked hard in his life to achieve success. He believes that failure is a learning tool and is only permanent when you stop trying.

He is an advisor to new media and broadcasting and taught advanced media courses as Professor at the University of Southern California.

Jerry discovered on his first day of teaching at USC that young people hate radio. Since he had spent the majority of his life in the radio industry, he was absolutely offended by this realization. This was a complex proposition for the future of radio especially with the next generation. He then decided that he was going to spend the rest of his life studying generational media and sharing his knowledge and expertise with others.

His 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 150,000 visitors each month. Jerry challenges conventional thinking and speaks the truth while still being open to other viewpoints.

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. As a professor at USC, Jerry developed brainstorming techniques for his classes that dealt with reinventing media,

music, Internet and mobile. He looks to Apple 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.

Jerry has worked for major corporations and has been an entrepreneur achieving financial success and renown early in his career. Today, in addition to his private practice, Jerry speaks and facilitates brainstorming sessions known as “Solutions Labs” for corporations and organizations. His keynote addresses are inspiring and futuristic. And his group sessions frequently earn praise because he actively works to help participants leave with a “game plan” to get started when their feet hit the ground.

A long time Dale Carnegie Course instructor, Jerry believes in the skillful use of human relations in worker collaboration and customer contact. Jerry Del Colliano is a native New Jerseyian who lives in Scottsdale, AZ.

Topics:

- **Generation Best (Generational Media and Marketing)** -- When marketers look to Apple CEO Steve Jobs, they say, “I want what he’s having - another great year!” They are looking for an obsessive understanding of consumer’s generational media needs and wants before they deploy precious resources and funding. Jerry helps audiences think differently, learn to develop an instinct for what works and what doesn’t. Set up a game plan for resetting realistic goals in a new world economy.
- **Jerry Del Colliano’s “Solutions Labs”** -- Your company works with Jerry on picking one or two problems or opportunities. Jerry works interactively with up to 300 people you designate to better understand generational aspects of media and marketing in a full-day session. You learn how to acquire the tools necessary to succeed in a new economy (setting goals, working effectively together, adapting the plan on the fly, winning cooperation of others, etc). The group builds an action plan that can begin to be implemented and managed the next day.
- **The Future of Entertainment and Media Marketing** – Jerry has bold predictions about how consumers will be using media and responding to marketing. What’s the next iPod or iPhone, YouTube or Hulu? Will there be more Apple apps or new age radio and TV commercials. What’s the marketing application of social networking? Why advertisers and markets will no longer need the media to sell their products and services. How direct access will work. Challenges and opportunities. Ten predictions that will astound and motivate.

Blog:

InsideMusicMedia.com