

STEVEN ROSENBAUM

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PROFESSIONAL SUMMARY

Experienced media marketer with a proven track-record of leading change for consumers, clients, and teams. Expertise delivering tangible solutions in content creation, curation, and distribution. Able to leverage new technology stacks to create content experiences that match to emerging mobile and social consumer engagement. Bringing together technology teams and editorial resources to create new models and platforms for digital media creation and digital distribution. Leveraging an always-learning, hands-on approach to keep team members and stakeholders in pace with rapidly changing consumer touch points and social video trends.

ACCOMPLISHMENTS

- Proven results leading innovative change in fast evolving media/tech space
- Partnership with fortune 500 co's (Verizon, NBC, Viacom, CBS, others) to advance digital media.
- Achieved breakthrough results by utilizing new platforms, technology, and workflow innovations.
- Industry thought leadership via: speaking, blogging, podcasting, book authorship.

SKILLS

- Critical Thinking
- Media Curation
- Managing Editorial Direction
- Sales Leadership
- Social Video
- Multi-platform Storytelling,
- Mobile-First Media
- Audience Development
- Strategic Partnerships
- Non-Fiction Film / Production and Distribution.
- Media, creation and distribution
- Social Media strategy and execution
- Live and in person events
- Fundraising
- Customer Development
- Social Media

WORK HISTORY

Co-Founder / Executive Director | Sustainable Media Center *05/2022 - Current*

- Worked to build mission-driven startup not-for-profit to support needs of young people and media.
- Recruited more than 100 founding Advisors, raised, funds, mission statement. Brought in Board of young NextGen leaders.
- Created media events, live events, and social media strategies to break through and provide visibility and impact.

Senior Advisor | Oaklins DeSilva+Phillips *02/2017 - Current*

- Oaklins DeSilva+Phillips is 11 billion dollar boutique investment bank for clients that operate at intersection of content, technology and services.
- This includes enterprises operating within the media, advertising & marketing, education, healthcare, information services and technology sectors.
- As a Senior Advisor, I was brought in to grow their video practice and to bring experience and understanding of video platforms, over-the-top (OTT) video expansion, transition of web publishers into video creators and distributors.

Executive Director | NYC Media Lab - New York, NY *01/2019 - 05/2022*

- Worked closely with org leadership and board of directors to strategically improve operational direction.
- Exercised appropriate cost control to meet budget and maximize industry impact.
- Drove strategic improvements to enhance media output and grow industry recognition
- Fostered collaboration and inclusion to increase consortium impacts
- Consortium Members growth include Columbia University, The New School, CUNY, School of Visual Arts, Manhattan College, and Pratt Institute,
- Corporate Member growth including 100% increase in funding from Verizon, Hearst, Associated Press, NY Times, Consumer Reports, Bertelsmann, and more.

Producer and Co-Director | The Outsider (Feature Doc) *04/2018 - 09/2021*

- Funded, managed, and delivered national feature documentary.
- Co-Directed the feature.
- Executive Produced the film.
- Developed script, hired and led editors, composers, graphic designers, narrator, audio mixer, publicity lead, and film distributor.
- Negotiated with major streamers, and theatre chains, and delivered a film that received high acclaim across media including Time, Newsweek, MSNBC,

NY 1, US News and World Report, The Daily Mail, Daily Beast, NY Daily News, and Associated Press.

TED Resident | TED Conferences

04/2018 - 09/2019

- TED Residency is a highly competitive program and incubator for breakthrough ideas.
- Each project is chosen based on its ability to make a significant contribution to the world.
- As an experienced creator and curator of content with years as a working journalist and photojournalist, I sought to explore complex and rapidly expanding issue of "Fake News."
- Posed the question "How has technology helped Fake News spread?" and "Can algorithms find and filter out Fake News?"
- This involved 50 major interviews, including leaders from Facebook, Google, Twitter, Harvard, MIT and others.
- My TED Talk was published on the TED.com website.

Curator, Executive Producer | Waywire Networks

01/2013 - 01/2017

- Waywire was conceived to be a millennial-focused "Pinterest for video" when launched by then Newark Mayor Cory Booker.
- After I led a competitive bidding process and acquisition and merged the revenues and assets of Magnify into a hybrid SaaS and consumer play using the new Waywire brand.
- Waywire provided cloud-based video curation solutions for the online publishing, community, and ad network markets that enables brands to complement their original video production efforts with third-party video content, increasing their video footprint in the process.

Entrepreneur at Large | NYC EDC

01/2011 - 01/2014

- Named by the New York City, (NYCEDC) to serve as City's first-ever Entrepreneur at Large.
- Pioneering this new role by tapping into my deep roots within New York's tech and entrepreneurial community in order to strengthen and further develop the City's connections with the community.
- Provided in-house guidance and regular feedback on NYCEDC's existing programs to assist entrepreneurs, while also assisting in the development of new ideas to grow the city's technology base.

Co-Founder | Magnify Networks

01/2007 - 05/2012

- Conceived video curation process.
- Increased sales 90% YOY, bringing venture-backed company to CFBO in 3 years.
- Provided curated content from providers including YouTube, AOL, NBC, Conde

Nast, BBC News, Reuters, Brightcove, DailyMotion, Vimeo, Metacafe, Veoh, eHow, and Blip.tv

- Led the review and implementation, grew sales from \$0 to almost \$2m.
 - Landing "A" list clients including: Patagonia, AARP, New York Magazine, TEDx, CES Columbia University, Time Out NY, CES, Mediaite, Haymarket, Penton, Rodale, Boston Magazine, The Sands Casino, The Root, Gay Ad Network and Outdoor Life.
 - Worldwide growth grew by 174% in six months
 - Page views totaled 15,745,953, - 23.71% increase
- Raised 4 rounds of venture and debt financing.

Executive Producer | MTV Networks, A Viacom Company *02/2008 - 02/2010*

- Invented the first ever commercial television program produced by User-Generated Content (UGC).
- MTV Unfiltered, News launched on MTV, and was an immediate hit generating more than 12,000 calls to an MTV News 800 number.
- The show "MTV UNfiltered" gathered its material directly from MTV viewers, Hosted by Alison Stewart, and Serena Altshul.

EDUCATION

NYU - The Gallatin School of Independent Study - New York *Expected in 12/2023*
M.A: The Future of Truth (Thesis)

Skidmore College - Saratoga Springs, NY *05/1983*
B.A.: English

EDITORIAL

Books : Curation Nation. McGraw Hill, 2011, Curate This, Amazon, 2014

Public Speaking: SXSW, TED, BBC, IEEE Globecom, DLD, IAB, Pivot, Digital Now, DevLearn, Tools Of Change Vidcom, Monaco Media Forum, others TED Talk: Innovate Curation! | TEDxGrandRapids <http://bit.ly/SRTEDtalk> TED Talk: Fighting Fake News- TED Resident |bit.ly/3skWuEh

Journalism: MediaPost, <https://www.mediapost.com/publications/author/6830/steven-rosenbaum/> Huffington Post, Business Insider, Fast Company, Columbia Journalism Review, Forbes, The Atlantic, Mashable, others.

Films & Media : IMDB - <http://bit.ly/StevenR> , YouTube - <http://bit.ly/StevenRYouTube>

Awards and Recognition: Science Journalism Laureate – Purdue University Emmy Award – Outstanding Magazine Format Programming Emmy Award - “Life On Trial – AIDS Guinea Pigs” Emmy (nomination) “With All Deliberate Speed” / Exceptional Merit in Nonfiction Filmmaking

Patents ; Patent No. 8,117,545 "Hosted video discovery and publishing platform", Patent No. 208,812,956 "Video curation platform with pre-roll advertisements for discovered content"

BOARDS OF DIRECTORS / VOLUNTEER WORK

- Advisor: Knit Moderation
- Advisor: vHang.tv
- Advisor: neARabl Inc
- Advisor: Echocast
- Advisory Board Member CUNY Tech Prep
- Mentor: Entrepreneurs Roundtable Accelerator
- National 9/11 Memorial Museum / Donor and Advisor
- Advisor Make Space
- Video Meetup, Organizer (2012– 2017)
- Video Ink – Online publisher. Advisory Board Member
- Producers Guild East (PGA) Founding Board Member
- Board Member: The Awesome Foundation Jan (2014 - 2017)