



JONATHAN PERELMAN

Former Vice President of BuzzFeed Motion Pictures
Former Global Lead for Industry Relations at Google

How do you stand out, rise above the noise, and get your organization's voice heard online? Having successfully guided the growth of digital businesses his entire career, Jonathan Perelman – the head of digital initiatives at ICM Partners and a former executive at BuzzFeed and Google – knows how to do it right.

Perelman believes that “content is king but distribution is queen – and she wears the pants.” Pulling from his extensive experience at some of the world's most successful and influential brands, he shows audiences how to tell their story in a genuine, authentic, and meaningful way that generates word of mouth marketing at internet scale. With great energy and stage presence, he breaks down the tactics and mindset that propelled BuzzFeed from a small blog to a cultural phenomenon read by millions of people the world over (including the President of the United States). Perelman not only addresses how to create shareable, social content but also offers insights into how to maximize its reach and impact. By respecting the platform you're using (Twitter is about timelines, Facebook is about feelings) and creating content that appeals to emotion, he offers eight tips for creating content that people want to consume and share. Exclusively represented by [Leading Authorities speakers bureau](#), his presentations are visual, entertaining, and memorable.

Creating the Future of Digital Marketing. As the vice president of BuzzFeed motion pictures, Perelman was critical to its transformation into one of the internet's biggest – and most effective – producers of video content. He led the creation of 75 original videos a week that resulted in 1.5 billion monthly views. Before that, he developed more than 20 partnerships with major global social platforms as the vice president of agency strategy and industry development. He was instrumental in the company's advertising efforts that famously omitted display ads and used only carefully crafted sponsored content – creating a new model for successful consumer engagement.

Before BuzzFeed, Perelman spent more than six years at Google as the global lead for industry relations. He is also the founder of Lighthouse Group, an independent media firm.

Awards and Accolades. Perelman is renowned for his expertise. He was VideoInk's “Dealmaker of the Year,” and *AdWeek* named him one of its 2014 “Top 50 Real Movers and Shakers Behind the World's Top Brands” and one of its 2013 “Top 50 Executives Making the Wheels Turn.” *The Internationalist* magazine named him a “Trendsetter” in 2013, and *Como* listed him as one of the “Top 5 behind the Scenes Tech Talent.” He also won Google's 2011 OC Award, the second highest award given for “substantial contributions to company,” and 12 Peer Bonus Awards for excellence.

Perelman is a senior fellow at the Center for the Digital Future at the USC Annenberg School and serves on many industry boards. He is also an investor in early stage tech and media companies, advises several startups, and is a member of several international foreign policy think tanks. Prior to Google, he was the deputy finance director on Cory Booker's 2002 mayoral run in Newark, NJ and then a foreign policy advisory for his 2013 Senate campaign.
