



## CEO / Co-Founder **JAMES H NORMAN**

James Norman is a serial entrepreneur who at the age of 16 built his first online company, an aftermarket automotive e-commerce site called MJH Sound.com. While previously he may have been known as a visionary in automotive product planning, over the past 10 years in the media and entertainment industry he has become a thought leader in over-the-top media and consumer video consumption behaviors.

In 2008, James founded Ubi Video, one of the first aggregators of streaming video into a personalized cloud based programming guide. After a MVPD offered to acquire Ubi's technology, he moved on to develop GroupFlix, an a-la-carte streaming service. By cleverly bundling EST content, allowing users to select the shows they love in a low monthly subscription, GroupFlix was the first viable a-la-carte TV model. His latest venture, Pilotly, is a consumer insights platform that enables content creators to get feedback from audiences at scale. Today, the platform provides insights to the NBCUniversal, CBS/Viacom, Snapchat, Doner agency and others.

James earned his BSE in Electrical Engineering from University of Michigan and is a proud member of the 500 Startups family. He was given the OTT Genius Award by the OTT Executive Summit. In 2017, he was recognized by Next TV as a Rising Star in Media Technology. Partner at Transparent Collective, tech non-profit, and Board Advisor at Zoo Labs, music accelerator non-profit. He has also been recognized for excellence in special automotive projects by Mazda Design North America and Sony Gran Turismo.