

# **Amber J. Lawson**

**Founder/ CEO at Comedy Gives Back**

LA/ NY, CA, US

Chief Content Officer, Brand Partnership, Cross Platform Monetization, Multiplatform Storytelling, COMEDY

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## **Biography**

Amber J. Lawson is the co-founder, CEO and executive producer of the 2014 IAWTV Award Winning Best Live Event @CES, Comedy Gives Back, leveraging comedy across multiple platforms in order to raise money for charities, a global digital telethon, in partnership with YouTube, SXSW, Yahoo!, Team Coco, IFC and Dailymotion. Lawson is a branded content development, programming and distribution executive, super connector and multiplatform storytelling strategist of platform appropriate high-quality long & short form entertainment with a hands-on knowledge of digital media content business including business planning, interactive and social network integration & activation and monetization across platforms. Scripted & Brand Development Rigler Creative, Founding partner of Storytech, served as Head of Video Programming & Originals at AOL and led the US acquisitions and development efforts for pioneering video platform Babelgum.com overseeing their international comedy business. Lawson is a judge of the 2014 AdWeek Watch awards and recent host of the 2014 MIPTV digital fronts. Lawson has been a featured speaker at MIPTV, NAB, CES, LATV Fest, AlwaysOn, JFL Montreal Comedy Festival, Digital Hollywood, Comedy Content Summit, SXSW, Silicon Beach, NATPE, ITVfest & SMWLA. Amber J's digital leadership and forward thinking resulted in her nomination for 2010 PGA Top 25 in Digital and being awarded the 2011 NATPE Luminary Award. She is the chairman of the Membership Working Group of Interactive Media Peer Group of The Academy of Television Arts & Sciences, an active member of the New Media Council at the Producers Guild of America. Lawson serves on the advisory board Open Slate, TIFF NOW, Fanatical, Pwr'd By and is Co-President of LOCA. <http://www.cynopsis.com/040814-is-googles-next-move-to-android-tv/> <https://www.youtube.com/watch?v=qsGe5EBawwY> [http://articles.chicagotribune.com/2014-04-13/business/ct-onion-advertising-0413-biz-20140413\\_1\\_the-onion-steve-hannah-win-drug-war](http://articles.chicagotribune.com/2014-04-13/business/ct-onion-advertising-0413-biz-20140413_1_the-onion-steve-hannah-win-drug-war)

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## **Availability**

Keynote, Moderator, Panelist, Host/MC

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## **Industry Expertise**

Internet, Entertainment, Media - Online

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## **Areas of Expertise**

Entertainment, New Media, Alternative Distribution, Strategic Sales, New Content Strategies for Tech Co's

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## **Affiliations**

Academy of Television Arts & Sciences, Second City Chicago, International Academy of Web TV, Ladies Of Comedy Association, Women of The Web, Producers Guild of America

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## **Sample Talks**

**MIPTV 2014 Digital Front - Dailymotion (Cannes, France)**

<https://www.youtube.com/watch?v=2gZmAP4slmc&list=PLwwdjGwnXX8Qrs3Y6gCA6pGotPHsfRpEf&index=>

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## **Event Appearances**

**Digital Hollywood**

Content Summit - Comedy Day

**MIPTV 2014 Digital Fronts**

MIPTV

**Rise of the Chief Content Officer**

MIPTV

**Brand it like Beckham**

MIP Cube

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## **Education**

**University of Missouri-Columbia**

BFA Theatrical Performance

**Raytown South High School**

**University Of Missouri - Columbia**

BA Fine Arts

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## **Accomplishments**

**NATPE 2011 Digital Luminary**

annual award bestowed in a ceremony at NATPE conference in the Fountainbleu ballroom in Miami Florida

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