

Gary Yentin

CEO & Founder at App-Promo

Toronto, ON, CA

Mobile App Marketing & Monetization Expert

Biography

Gary Yentin is a senior mobile executive, with over fifteen years of experience managing strategy sales, marketing, operations, and technology for established entertainment, new media and technology companies. For the last ten years Gary has focused on mobile technologies, including content development and distribution having worked for m-Qube (now Verisign) in the capacity of Vice President, and mobile advertising having worked with Admob, Enpocket, Nokia, Quattro and Jumptap.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Telecommunications, Wireless, Advertising/Marketing

Areas of Expertise

Mobile App Strategy, Mobile App Marketing, App Distribution, App Discovery, Mobile Monetization

Affiliations

BlackBerry Alliance Program, Apps Developer Alliance, Apple Developer Program

Sample Talks

Tackling the Challenge of App Discovery

You've built your app. You've put it in the app stores but aren't seeing the downloads and activity you were expecting. With today's app eco-space being extremely saturated, tackling the challenge of discovery is key to any app success. Our goal is to equip you with marketing tips and tactics you can employ to increase your app's visibility to help your product succeed.

Event Appearances

Panel: Create the Most Successful Monetization Strategy
BlackBerry DevCon Europe

Mobile and Tablet Apps: What Works for your Business?
nextMedia Toronto

Going Global with your Apps - Panel
FITC Screens

Tackling the Challenge of App Discovery
AndroidTO

iPhone Apps & Tablet Apps: Change Agents - App Breakthroughs, Video, Games, Mobile Engagement and Advertising (Panel)
Digital Hollywood

How to Be a No. 1 App and Not Loose Money
Cannes Lions

Tackling the Challenge of App Discovery
BlackBerry DevCon Americas

Education

Concordia University
MBA International Business

McGill University. Concordia University
M.B.A. International Business

Accomplishments

Founded App-Promo - Mobile App Marketing & Strategy Firm

At App-Promo, we help developers, brands, agencies and app stores build visibility and drive sales for their mobile Apps. We work closely with our clients to develop consumer insights, increase visibility, acquire more customers and drive sales. Whether launching a new game, music, sports, travel or other application, App-Promo is there to help you succeed. For more information, please visit www.app-promo.com.

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