Jay Goldman

Vice President, Innovation and Emerging Channels at Klick Health

Toronto, ON, CA

Klick Health's VP spearheads improvements and innovations in user experience that are designed to expand the human side of technology

Biography

Jay has been providing a human side to technology for nearly fifteen years, as a technologist, strategist, user experience specialist, and visual designer. His career has been focused on the interaction between people and technology, and his insights have helped to greatly improve products on mobile, web, and desktop platforms across a wide variety of industries. As Vice President Strategy at Klick Health, Jay has collaborated closely with some of the biggest pharma, biotech, and medical device clients to develop unique and compelling strategies across all of their emerging channels, from professional and consumer websites all the way through to field sales force enablement on iPads. He has hosted the popular Mr. Mobile and Status Update podcasts, taught courses for The Learning Annex, wrote The Facebook Cookbook for O?Reilly Media, and has been proudly published in the Harvard Business Review.

Availability

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

Industry Expertise

Wireless, Writing and Editing, Internet, Media - Online, Social Media, Health and Wellness, IT Services/Consulting, Information Technology and Services

Areas of Expertise

Digital Strategy and Insights, Mobile and Mhealth, Social and Online Media, New Models of Web Application Development, Intranets and Internal Collaboration, Mobile Technologies, User Experience and Human Computer Interaction, Healthcare Marketing, Mobile Health Communications

Sample Talks

New Models of Web Application Development

The web is more interesting when you can build apps that easily interact with a myriad of sites and users out there that want to share information. But with the growing trends in social media applications also comes a growing list of market and technology rules that players from small start-ups and big corporations need to be aware of. Join me as we explore how this emerging era of open standards and connected social networks is creating an exciting ?free-range? digital content bonanza.

Loud, Small, and Disconnected: Adapting and Converting Content for Mobile

Mobile is on the hot list. Everyone wants to know where mLearning is going and what the latest and greatest technologies offer ? but what about your huge library of existing content? This workshop will start with a quick ?state of the mobile union,? covering some of the newest advances and technologies. We will then dive into the issues, techniques, practicalities, and costs of adapting and converting existing eLearning materials into formats suitable for consumption on mobile devices.

Usability Anonymous: A 12 Step Program for Better User Experiences

Building successful user experiences often requires an intervention. Understanding common user interface mistakes and examples of good design can help developers and make their applications more usable. We'll look at a set of principles and practices to help developers to build better, more engaging user experiences for software and web applications.

The Corporate Genome Experiment: Decoding the Path to Insightment

The creative application of data allowed companies like Google, Facebook, and Amazon to leapfrog their competition. They created disruptive innovations that completely redefined industries. The next wave of market leaders will be the companies who shift that analytical focus inward, concentrating on understanding their talent as well as they do their customers. Join Jay Goldman to discuss the creation (and necessity) of data-driven cultures.

Tale of Two Mobile Initiatives

Jay Goldman, Vice President, Innovation and Emerging Channels at Klick Health, will present an anatomy of successful and innovative mobile health initiatives in healthcare communications and marketing ? from both the consumer and physician fields.

Event Appearances

Using Social Media to Get a New Job
HAPPEN Toronto Speaker Series

New Models of Web Application Development
MaRS Emerging Technology Series

Social Media for Organizations
Web Strategy Summit

TransitCamp Experience
ToRCHI World Usability Day

Future Forward ? The Digital Customer Experience
TorontoTechWeek

How to Build a Facebook Application
Refresh Events Speaker Series

Spelling Success? A case study in social media games
ICE: The Interactive Content Exchange

Usability Anonymous: A 12 Step Program for Better User Experiences
Free Software Open Source Symposium

Cloud Computing
Internet Summit

KEYNOTE SPEECH: Top Ten Trends for Twenty Twelve
6th Annual Digital Innovation in Pharma Summit

Mobile in Pharma 2011 and Beyond
6th Annual Digital Innovation in Pharma Summit

Moving Pharma Innovation Forward: Early Insights From The Digital Health Coalition
Marketing to the Digital Consumer: Pharma Best Practices Present and Future

Tale of Two Mobile Initiatives
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Arming Your Sales Reps with Mobile Training
40th SPBT Annual Conference

Loud, Small, and Disconnected: Adapting and Converting Content for Mobile
40th SPBT Annual Conference

Future: 15 Pharma Trends
Digital Pharma East 2012

Education

University of Guelph
B.A. (Honours) Information Systems and Human Behaviour

Accomplishments

Vice President, Innovation and Emerging Channels ? Klick Health
Founded in 1997, Klick Health is a full-service digital marketing solutions company. We take great pride in our ability to develop in-house innovative digital solutions that deliver measurable results on time, on budget and with no surprises. It?s this focus on exceptional service, superior solutions and accountability that has propelled us to be the leader in the digital health space. And it?s why we?re chosen by so many as their lead digital health agency.

Author ? Facebook Cookbook: Building Applications to Grow Your Facebook Empire

Want to build Facebook applications that truly stand out among the thousands already available? In addition to providing easy-to-follow recipes that offer practical ways to design and build scalable applications using the Facebook Platform and its new profile design, this Cookbook also explains proven strategies for attracting users in this highly competitive environment. Learn what it takes to design applications that stand above the rest.

Advisory Board Member ? Digital Health Coalition

The Digital Health Coalition (DHC), a nonprofit organization, was created to serve as the collective public voice and national public forum for the discussion of the current and future issues relevant to digital and electronic marketing of healthcare products and services. By engaging multiple and diverse stakeholders, the DHC?s vision is to identify and then recommend specific actions that will inform digital healthcare communication and engagement for the benefit of the public at large.

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