

Jurgen Proschinger

Managing Director and Founder at Gryphon Entertainment

Wendlingen, , DE

Digital Strategy and Commercial Innovation in Technology, Media & Entertainment (TME)

Biography

Jurgen Proschinger has some 20 years international experience in digital strategy and commercial innovation in technology, media & entertainment (TME). He has worked for independents and major studios, VCs and banks, telcos and service providers, B2C and B2B advertising agencies, consulting firms and government bodies in more than 15 countries worldwide. Areas of expertise include digital strategy & business development; deal structuring & negotiation; opportunity assessment & business case development; business planning und financial modeling; content evaluation & acquisition; consumer insight & business intelligence; social media & digital marketing. In a period of massive change and uncertainty, Jurgen Proschinger understands that entertainment and technology are converging, and is fluent in the concepts and the language of both. At the forefront of developments in media content and related distribution channels, Jurgen has successfully crossed the bridge between technology-driven firms, equity investors, and rights holders on the one side and the entertainment world on the other, often facilitating between creative and business minds in a continued effort to improve strategy and performance. Jurgen genuinely believes it is not technology that makes business models successful? it's the consumers who embrace them.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Motion Pictures and Film, Advertising/Marketing, Entertainment

Areas of Expertise

Strategic Development, Expert Planning, Creative Marketing

Affiliations

Guidepoint Global Advisors, Evaluateserve Circle of Experts

Education

Axel Andersson Academy, Hamburg

Diploma in Advertising & Copywriting Areas of study: advertising, public relations, and marketing.

European Consortium for Audiovisual Training (ECAT) / Magica, Rome

European Master in Audiovisual Business Management Areas of study: film, television, and new media management.

Industrie- und Handelskammer, Stuttgart

Insurance Management (IHK) Areas of study: liability & accident insurance.

Steinbeis-Hochschule-Berlin

MBA and BBA Media Management

New York Film Academy

Filmmaker's Diploma Areas of study: directing and producing.

Robert-Bosch-Gymnasium, Wendlingen

Fachhochschulreife, advanced technical college certificate (GCSE English, Mathematics

Wissenschaftliche Hochschule Lahr

Undergraduate Degree in Business Management and Marketing Areas of study: marketing and economics.

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