



WILLIAM PALMER

CO-FOUNDER AND CHIEF EXECUTIVE

Will drives Movio's worldwide strategy. He specializes in the creation and commercialization of technology, focused on data-driven marketing for the film industry.

BACKGROUND

Prior to founding Movio, Will was founder and director of Yuno Online. Yuno coupled direct sales with a specialized loyalty software platform providing in-depth analytics, member intelligence and electronic marketing services exclusively to the cinema industry. Will is highly experienced in business management, particularly during high growth phases, having nurtured businesses from conception to profitability on a number of occasions.

Movio's latest offering, Movio Media, is a cloud platform which aggregates data across North America and the UK, providing comprehensive insight into the demographics and behavior of moviegoers, and innovative campaign solutions. His approach is particularly hands-on, having successfully established Movio with his team in over 40 countries, working with the global leaders in cinema exhibition and some of the top six film studios.

AWARDS

Winner of Innovative Software Product, NZ Hi-Tech Awards 2016 for Movio's latest innovation, Movio Media.



We want to revolutionize the way the film industry interacts with viewers, increase box office revenue and improve the quality of content produced.

SPEAKING ENGAGEMENTS

CinemaCon 2017 & 2018, The Grill 2015 & 2016, Variety's Massive Summit 2015 & 2016

ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionising the way the film industry interacts with moviegoers. Movio is the world's most comprehensive source of moviegoer data and has products designed specifically with the challenges of movie marketing in mind. Movie lovers at heart, it's our mission to connect everyone with their ideal movie.