



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, 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 35 markets, working with the global leaders in cinema exhibition and some of the top six film studios.



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

AWARDS

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

SPEAKING ENGAGEMENTS

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

ABOUT MOVIO

With 56% of the cinema screens of the Large Cinema Circuit (cinemas with over 20 screens) currently engaged in North America as well as 29% globally, Movio maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide.