

Contact

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(LinkedIn)

Top Skills

Marketing

Digital Media

Integrated Marketing

Languages

French

Spanish

Matt Wunderli

Innovator and Disruptor at PandoAnalytics

United States

Summary

I am at the crux of the convergence of media and technology. A truly rich environment for disruption and innovation as the communication and entertainment and media industries are digitally transforming. I believe innovation requires the creation of knowledge, meaning knowledge creation isn't built on answers, it's built on questions. I ask questions because that's how innovation is attained.

Experience

Pando Analytics

Founder/CEO

January 2022 - Present (3 months)

Salt Lake City, Utah, United States

Over-The-Top (OTT) content distributors are a crucial component to the global content supply chain. They are a critical necessity for the distribution of digital video content to platforms like Roku, Samsung, Amazon Prime, Pluto and others, to be viewed by large, global audiences. In return, these distributors receive hundreds of incoming reports each month from these same OTT platforms. These reports come in varying formats. They come with varying data fields. They arrive in their inboxes at varying frequencies throughout the month. It is imperative for content creators, FAST Channels, AVOD and SVOD applications, to get timely and accurate monthly metrics, including revenue generated, content performance, benchmarks, comparisons, insights, and royalty payments.

Today, because of the broken content supply chain, it takes dozens of hours a month and costs thousands of dollars to get these incoming reports ready for accurate royalty payments, let alone other important data driven initiatives.

Our product was designed by OTT insiders and world class data scientists to fix the content supply chain by automating, reconciling, standardizing, and cleaning monthly OTT incoming reporting. We also forecast upward growth

and outward spread. Distributors can now focus on generating revenues, content optimization, and subscriber and viewer acquisition and engagement.

Founder's Therapy

Co-Host

August 2020 - Present (1 year 8 months)

The Red Zeppelin Group

Principal Partner

2018 - Present (4 years)

Cambridge, United Kingdom

Church & State Business Incubator

GIVE Academy Instructor

August 2019 - Present (2 years 8 months)

Greater Salt Lake City Area

Publisher Arts

Founder/CEO

August 2019 - February 2022 (2 years 7 months)

University of Utah - Employment

Board Member

May 2016 - March 2019 (2 years 11 months)

Greater Salt Lake City Area

Useable

Partner

2016 - 2018 (2 years)

Greater Salt Lake City Area

VünderTV

Founder/CEO

2014 - 2017 (3 years)

Greater Salt Lake City Area

Education

Cambridge Judge Business School

University of Utah

BA

Ecole Supérieure de Commerce Et de Management - ESCEM

MSc

London Metropolitan University

MA

University of Utah

Bachelor's Degree