



**Marjorie DeHey, J.D./MBA**  
**Co-Managing Partner, MediaMojos**

Ms. DeHey currently serves as the Co-Managing Partner of MediaMojos, an award-winning entertainment and digital media consulting firm. She has generated over \$100M revenues for start-up and international companies, raised tens of millions in capital and she is known in the industry as “the ultimate connector” – connecting companies to global CEOs, studio heads and heads of international governments. Additionally, she has created and sold content and negotiated deals for top TV and film projects including: *Sons of Anarchy* (FX), *Rogue* (DIRECTV), The *James Bond* Franchise and numerous other top TV shows and films. She has held high-level executive positions for a number of small and large companies, including: MGM Studios, the Miss Universe organization, Enterprise Ireland (part of the Irish government and LexisNexis. Marjorie is a voting member of the Academy of Television Arts & Sciences (producers of the EMMYs ©) and a member of the Producers Guild of America.

As Co-Managing Partner of MediaMojos, Marjorie has expertly delivered over \$100M in technology, content and digital platform sales to clients such as Fortune 100 companies, tech start-ups and international organizations (such as the Irish Government and the Russian Government). Throughout her career, she has worked with top companies including: NBC/Universal, Fox/FX, DIRECTV, Coca-Cola, Sony, Sprint, AT&T, Samsung, 2V, Warner Bros. and MTV. She was responsible for rebranding and launching America One’s “One World Sports” onto the top U.S. carriers and generating over 3.5M in views in a few days. Prior, she was the CEO for Mediavix, a social media analytics company whose clients included: Innovation Solutions (the creators of the “Reebok Step”) and Johnson & Johnson. Additionally, she previously ran the media and entertainment division of the Irish Government (Enterprise Ireland) where she connected Irish film, entertainment and media start-ups to top entertainment studios such as Warner Bros., Disney, NBCUniversal, STARZ, HBO and numerous others. Previously, she headed up the competitive intelligence marketing division of LexisNexis and was a business affairs attorney for MGM Studios, where she negotiated motion picture deals and worked on the acquisitions of Orion Pictures and Cannon Films.

Throughout her career, Marjorie’s clients and strategic partners have included: MGM Studios, Universal, Disney, AT&T, Verizon, Sprint, Amgen, America One, MGM/Mirage, Hilton Hotels, MTV, Park Place Entertainment, Harrah’s and many other Fortune 500 companies. She has lectured at UCLA, USC and Madonna University and has been quoted as an industry expert

by MSNBC. She has been named one of “The 25 Women to Watch” by Mobile Marketer Magazine (<http://www.mobilemarketer.com/cms/lib/13484.pdf>) and has an MBA from UCLA’s Anderson School of Business, a J.D. from California Western and a B.A. from Cornell University. She has spoken nationally and internationally on strategic acquisitions, creating compelling entertainment content and emerging new media technologies. She currently serves on several Boards including: the Irish Technology Leadership Group, Digital Hollywood and the Irish-American Bar Association.