

JEFF ULIN

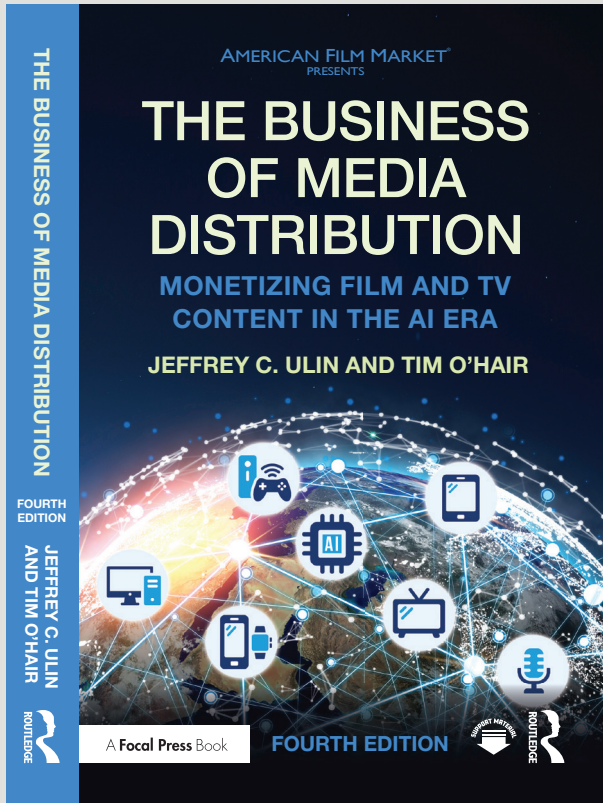
Global Media Expert · Author · Lecturer · Producer



EXPERIENCE:

- Head of Worldwide Distribution, Lucasfilm
- Co-Founder & CEO, Wild Brain
- Adjunct Professor UC Berkeley Haas School of Business
- General Counsel Paramount & Universal's Int'l Home Ent. JV
- Degrees: BA Harvard, JD The University of Chicago

“Jeff helps audiences understand how money is made, what’s changing and how AI will reshape the media industry.”



4th Edition

- A practical guide used globally by film and communications schools.
- Taught *Media & Entertainment: Economics, Policy and Strategy* at UC Berkeley Haas School of Business.
- New edition includes AI-driven disruption and future-focused insights.
- 20 years of positing industry defining economic principles.

Speaking Topics & Audience Benefits

- How AI will disrupt the Film & TV ecosystem
- End of the studios' heyday, technology-led boom and bust
- How money is made across media markets
- The future of distribution and consumption

Global Speaker/Lecturer

· Europe · Asia · United States ·



Cannes, France

Hailed as “the bible” by distribution executives.



An essential resource for students, creatives and media professionals uniquely relating theory and practice to demystify the complicated media markets.