



KNOXVILLE
ENTREPRENEUR
CENTER

First Friday Fanfare May 2, 2014

In celebration of our upcoming Digital Media Accelerator, MediaWorks, we're continuing with First Friday Fanfare: Digital Media Madness Part 2!



Tools & Tips with Kevin Grosch: Decoding YouTube

Is there a secret formula to viral YouTube videos? How can businesses use YouTube for something other than cat videos? Kevin Grosch will be showing how YouTube can change your online presence!

Kevin graduated from Belmont University in Nashville TN with a B.S in Songwriting. While at Belmont University, Kevin founded Bruin Publishing, which was later adopted into the Curb College of Entertainment and Music Business. After graduation Kevin started working with the firm FLO {thinkery} and launched and produced the first ever 'Google For Creators' series for the Nashville creative class. Kevin is currently CEO of

Made In Network, a new media company and YouTube multichannel network focussed on music and the creative process.

Founder Series with John Platillero

John Platillero studied Electrical and Computer Engineering at The University of Tennessee before joining the U.S. Air Force as an Accounting and Finance Specialist. John then moved on to work at Alcoa as an Electrical Engineer before founding CMC and obtaining his MBA from The University of Tennessee in Entrepreneurship. Through his experience at CMC, John founded EventBooking.com in 1998 as a way for large touring venues to electronically manage their calendar and make it available to tour agents over the internet.

