



**Allan McLennan, President / Chief Analyst, PADEM Media Group**

### **BIOGRAPHY**

Mr. McLennan has been instrumental in the advancement and understanding of IP delivered content worldwide participating respecting cultural impact and behavior shifts packaging and/or selling multiple new offerings throughout the world on 7 continents, in 17 countries in over two and half billion households. Now today through the PADEM Media Group he brings a perspective unrivaled as a corporate/entrepreneurial executive with in-depth experience gained through worldwide management leadership and consulting roles (ie; Ericsson, Deluxe, Microsoft, Rentrak, REAL, Disney, Toyota, McKinsey) deploying new IP delivered technologies and service engagements via IP television offerings that include OTT, VOD, UEN video distribution networks, data analytic intelligence through connected devices: He is the founder/president of PADEM Media Group and prior to PADEM the founding president of RENTRAK's AMI, Co-producer of Africa Diary on SUNDANCE Channel; targeted advertising patent portfolio holder; launch of the first global on-demand service (SelectPlay), first VR multiuser environment led by Steven Spielberg (Worlds), first CD-Rom educational series (Lion King); as well as recognized six years running as one of the Connected 100, by the leading UK television research organization KNECT360/Informa.