

MediaWeek

27th January 2009

Turning Point



Jimmy Maymann
Chief executive
GoViral

The biggest turning point...

in my career came during a visit to the US in 1994, when someone showed me version 1.0 of Mosaic, the first real internet browser.

On my return to Europe, I decided to find a way to make money from this new technology.

It took me some time to convince potential clients that this would open up a whole new world of communication, but I eventually founded digital consultancy Neo Ideo in mid-1995. Leo Burnett bought the business in 2000 and I stayed there for five years.

Eventually, I went back to my entrepreneurial roots and, with the emergence of social networking site MySpace in 2003, I realised a new world needed to be explored - how can brands tap into social networking in new ways? This led me to GoViral, where we distribute branded content.