

## **Matt Britton Full Bio**

Matt Britton is known throughout the advertising industry as an expert in social media marketing with a unique & deep domain expertise in the Millennial generation.

Matt currently serves as founder and CEO of New York-based MRY (formerly Mr Youth)—a world leading social media and youth marketing agency. Since founding the agency in 2002, Mr Youth has worked with some of the world's leading brands—including P&G, Microsoft, Coca-Cola, & Visa —to help them connect with this rapidly evolving and highly elusive consumer.

Matt, 37, has grown MRY from a one-man startup to a company with over 600 employees worldwide.

In 2009, MRY was named the "Social Media Agency Of The Year" by Mashable.

In February 2010, MRY was named one of advertising's 10 most innovative companies in the world by Fast Company.

In March 2011, MRY announced the launch and spin-off of CrowdTap, the world's first on-demand brand participation network. AdAge later named CrowdTap one of the 8 hottest startups at SXSW. In July of 2011, CrowdTap announced \$7MM Series A funding. In Decemer of 2011 Mashable named CrowdTap the up-and-coming social media service of the year,

In November 2011 MRY was acquired by LBi International for approx. \$50 Million.

Matt has created an award-winning agency that has been recognized by some of the industry's leading publications.

Inc. Magazine listed MRY several times as one of the 500 fastest growing private businesses in the U.S. Matt has also been featured in the prestigious 30 Under 30 list by Entrepreneur Magazine of the hottest U.S. entrepreneurs under 30 years old.

Matt often speaks at conferences and trade shows on trends and issues that affect the landscape of Millennial marketing. He has been featured on The Daily Show With Jon Stewart, CNBC's Power Lunch, USA Today, Brandweek, Event Marketer Magazine, Bloomberg Radio, CNNfn, PROMO Magazine and NBC.

Matt is a graduate of Boston University's College of Communication.