

## Contact

[www.linkedin.com/in/jeff-annison](http://www.linkedin.com/in/jeff-annison)  
(LinkedIn)  
[www.NewYorkRockExchange.com](http://www.NewYorkRockExchange.com)  
(Company)  
[www.UGLabs.com](http://www.UGLabs.com) (Company)

## Top Skills

Mobile Devices  
Start-ups  
Mobile Applications

## Honors-Awards

2005 Primetime Emmy® Award for  
technical achievement

## Patents

System and Method for Dynamically  
Determining Notification Behavior of  
a Monitoring System in a Network  
Environment  
System and Method for Storage and  
Retrieval of Arbitrary Content and  
Application Data  
Message Providing Candy Dispenser

# Jeff Annison

Cofounder and President at Legion M  
San Francisco Bay Area

## Summary

Jeff Annison is the Cofounder and President of Legion M, the world's first FAN-OWNED media company. We're using disrupting new equity crowdfunding laws enabled by the JOBS Act to create a film and television company built from the ground up to be owned by fans. See more at [www.legionm.com](http://www.legionm.com).

Prior to Legion M, Jeff was a cofounder of MobiTV, one of the world's first live mobile television services. Jeff led engineering and product development as the company scaled from 3 cofounders to over 300 employees, won an Emmy Award for Innovation in Television, and grew to over 25MM paying subscribers.

Jeff was also the cofounder and CEO of Underground Labs, a product development studio that built mobile apps, websites, and enterprise products for clients including AT&T, Sprint, NFL, SEC, ACC, Universal Music, Warner Music, Sony Music, Diet Coke, Paramount Pictures, and more. Underground Labs also created the New York Rock Exchange, a first-of-its-kind marketplace that allowed fans to own a piece of a song.

Jeff started his career designing toys for Hasbro and theme park ride effects for Universal Studios. He holds a BS in Mechanical Engineering from UCLA.

Outside of work, Jeff is a dedicated husband, father, teacher, board/video gamer, and amateur auto racer.

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## Experience

Legion M  
Cofounder and President  
January 2016 - Present (9 years)  
San Francisco Bay Area & Hollywood

Legion M is the world's first FAN-OWNED entertainment company. We're opening the gates of Hollywood, and using new equity crowdfunding laws to allow fans to become equity shareholders of movies, tv shows, and other entertainment projects.

[www.thelegionm.com](http://www.thelegionm.com)

## New York Rock Exchange

### Founder and Chairman

October 2012 - December 2015 (3 years 3 months)

Founder and Chairman of the New York Rock Exchange, a first-of-its-kind marketplace where fans can own a piece of the music they love. Discover a whole new way to OWN YOUR MUSIC at [www.newyorkrockexchange.com](http://www.newyorkrockexchange.com).

## Underground Labs, Inc.

### CEO

February 2009 - December 2015 (6 years 11 months)

Emeryville, CA

2009 Spinoff from MobiTV, Underground Labs develops cutting edge mobile applications and web experiences including:

- Shop Music, AT&T's mobile digital music storefront for Android and mobile web
- ACC Sports, the first Official iPhone/iPad Application for the Atlantic Coast Conference
- SEC Sports, the first Official iPhone Application for the Southeastern Conference
- New York Rock Exchange, a revolutionary new service that allows fans to own the music they love.

For samples of work, please go to: [www.uglabs.com](http://www.uglabs.com).

## MobiTV

### Cofounder, VP Engineering and Product Management

January 2000 - February 2009 (9 years 2 months)

Emeryville

MobiTV launched the world's first live television service for mobile phones, a feat which earned the company a 2005 Emmy Award for Innovation in Television.

Jeff Cofounded MobiTV in 1999 with Phillip Alvelda and Paul Scanlan out of a spare room in Phillip's house. Together they grew the company to over 300 employees, acquired over 25MM subscribers, won an Emmy award, raised \$125MM in venture capital, and became the undisputed leader in US mobile television and video.

Jeff was responsible for engineering and project management, and also served on the MobiTV Board of Directors. Jeff grew the engineering team from 2 to 75 developers and developed, launched, and operated mobile television, radio, and VOD services for mobile operators around the globe.

## Hasbro

### Engineering Project Manager

1998 - 2000 (2 years)

Napa, CA

Developed toys and oversaw their manufacturing and production in China for OddzOn/Cap Toys, a division of Hasbro that worked with brands including Disney, M&M Mars, Star Wars, Universal Pictures, Nickelodeon, etc. to create branded toys and candy dispensers.

## Machina

### Engineering Manager

1996 - 1998 (2 years)

Managed engineering staff and projects at a small IDEO-type R&D firm focused on toys and consumer electronics.

## Spectra F/X

### Mechanical Engineer

June 1995 - 1996 (1 year)

Moorpark, CA

Developed show action equipment for theme park rides, including Jurassic Park--The Ride at Universal Studios.

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## Education

### University of California, Los Angeles

BS, Mechanical Engineering · (1990 - 1995)

### Mt. Diablo High

· (1986 - 1990)

