Joshua Danovitz is Vice President of Innovation at TiVo, responsible for accelerating product ideas from evaluation to market. Prior to this appointment, Mr. Danovitz was General Manager of TiVo International, where he founded the TiVo International division and lead TiVo’s non-US activities. Mr. Danovitz developed the global technology partner ecosystem that has delivered active TiVo subscribers

in the UK, Spain, Australia, New Zealand, Canada, Mexico, Taiwan, and soon Sweden. Mr. Danovitz developed the international service model for TiVo, accelerating subscriber growth and enabling TiVo’s first full multiscreen and IPTV products.

With 15 years of experience in the Japanese market, including one year at Sophia University, Mr. Danovitz has an extensive carrier in creating cross Pacific partnerships. Mr. Danovitz joined TiVo in 2004.

Prior to joining TiVo, Joshua was an executive at Global Alliance Partners (GAP), an international consulting firm that assists companies who enter new markets between the US and Asia. While at GAP, Joshua led the TiVo licensing project for nearly three years, resulting in contracts with Toshiba, Pioneer, and Toshiba Semiconductor.

Joshua received his double major in international political science and Japanese at the University of California, Santa Barbara.