

Geoff Katz  
Vice President, Business Development  
Watchwith

Geoff is responsible for product strategy, business development, marketing and key customer account management at Watchwith, working with television networks, brand advertisers, multichannel video programming distributors (MVPDs) and consumer electronics manufacturers to bring their cross-platform sync-to-broadcast initiatives to life. Throughout his career Geoff has held executive positions at pioneering interactive television companies, TiVo and DIRECTV, and at breakthrough emerging media platform companies such as Liberate, Excite@Home, and PacketVideo. He is a listed inventor on U.S. Patent 6,604,242 - filed in 1998 - combining television broadcast and personalized interactive information.

Geoff has been elected to two consecutive 2-year terms on the Academy of Television Arts & Sciences Board of Governors representing the 700+ members of the Television Academy's Interactive Media Peer Group. He is currently a member of the Primetime Emmy Awards Show Committee and responsible for the digital components of the Backstage LIVE! companion experience that will be available during NBC's Primetime Emmy Awards telecast on Monday August 25th, 2014. In 2006 his work on the TiVo Service was recognized by the Academy of Television Arts & Sciences with a Primetime Emmy Award for outstanding achievement in interactive television and in 2004 Geoff produced an interactive version of ABC Television's reality competition series 'Celebrity Mole' for the Windows Media Center platform, which won the 2005 Primetime Emmy Award for interactive Television.

Geoff started his career in the creative department at Foote, Cone & Belding advertising in SF and worked as a broadcast television producer. His first interactive television project was created for Levi's Youthwear and da Vinci Time & Space and ran on Time Warner's Full Service Network in 1994.