



Jim Elayan

*Vice President,
Marketing and Business Development
itaas, Inc*



Jim Elayan is Vice President of Marketing and Business Development for itaas, Inc., an 11-year old software development and engineering company focused on the design, development, testing and deployment of interactive applications. He is responsible for marketing strategies and business development, working directly with customers to create interactive solutions across a host of software and hardware platforms - including cable, IP, and wireless technologies. His role includes from assisting with the initial creative design concept, identifying key consumer-appeal points, GUIs, technical viability and ROI analysis, to the successful launch of a variety of interactive applications and digital video services.

Elayan brings over 18 years of cable TV and telecommunications experience as well as cross-industry marketing and business development experience to itaas. He is currently a member of the CTAM Multi-platform Committee and has been speaker on various panels at events such as TVOT, CTAM NY, TelcoTV and CableFAX webinars.

In 1991 Elayan joined Scientific-Atlanta (Cisco) in launching one of the earliest “multimedia” experiences widely available through cable TV, Digital Music Express (DMX). This experience led him to a marketing role in the launch of one of the earliest interactive services, video games through cable TV via the “Sega Channel.” Additionally, he participated in a series of private equity-funded company transactions and served as Vice President of Marketing for firms in and out of the telecommunications industry.

Elayan received his MBA from Emory (Goizueta) Business School and lives with his wife, Krista, and their four children in Athens, Georgia.