

# About The Author

Frank Zazza was born in Cobble Hill Brooklyn. He spent the past thirty years in entertainment marketing specifically in the area of branded entertainment and product placement.

He has been recognized by the industry as, “the pioneer in product placement” orchestrating over 100,000 TV and Film placements that captured the attention of the press quoting him in over 1500 articles and magazines. His experience garnered specialist global key-note speaking engagements in fifteen countries.

In 1996 as product placement evolved into marketing mainstream Frank Zazza was featured on “Dateline” with Jane Pauley as the “marketing manipulating expert” responsible for increasing numerous brand sales by means of using product placement in Film and TV. Among the biggest percentage increases were Reese’s Pieces (E.T.) Junior Mints (Seinfeld) and Red Stripe beer (The Firm)

Frank Zazza has embraced academia as the new media future, speaking at numerous Universities including Fordham, Wharton and Columbia Graduate Business School, where he received "The Apple for Teacher Award" voted by the students as the most inspiring guest speaker.

During the *Seinfeld* era he worked with the show’s writers further establishing himself as the expert in strategically incorporating brands in some of their most memorable episodes. In 2000 he was a guest speaker at “Writers Guild West” discussing techniques on how to organically and seamlessly integrate corporate products in their scripts.

In 2001 when corporations needed ROI on their branded entertainment initiatives he founded iTVX the first company with patented technology to measure the value and impact branded entertainment had on viewers. In 2013 iTVX was acquired by Rentrak a global media measurement company. In April 2014 he left Rentrak to pursue his ambition as an author to write *Connected Guy* based on a true story to reunite *The French Connection*.

He received his B.B.A. from St. Johns University. He is an avid Table Tennis, Tennis and Bocce player with championships from the prestigious New York Athletic Club.