



Jeff Yasuda – Founder & CEO

Jeff Yasuda is the founder and Chief Executive Officer of **Blip.fm** (<http://blip.fm>). Launched in July 2008, Blip.fm is the leading real-time social media DJ service available for music enthusiasts. Blip.fm has over 600 thousand DJs who reach over 30 million people on Twitter alone. DJs actively engage with their favorite titles by recommending them via “blips” of streaming music with friends across Blip.fm, Twitter, Facebook, FriendFeed and other leading social communities. Blip.fm also integrates one-click access to purchasing available songs, merchandise and concert tickets related to each blipped title to offer a more immersive relationship with the artists.

Before becoming an entrepreneur, Jeff was the Managing Director and Chief Financial Officer of Silicon Valley VC firm Redwood Ventures, where he held board directorships and managed investments in their technology portfolio. Previous to that Prior he Jeff worked in investment banking at Lehman Brothers, where he was involved with IPO’s for tech companies and Arthur Andersen, where he focused on strategic consulting, mergers and acquisitions, and financial valuation.

Jeff is a co-founding Director of the Board of Little Kids Rock, a non-profit established to teach contemporary music to children in public schools and considers himself to be a bona fide hack guitarist – skills he puts to work in two bands. He earned a BA from Dartmouth College, an MBA from New York University Stern School of Business and is a CPA.