

The YouReportTV founders are the masterminds behind some of the Internet's most innovative online applications....

Julian Hall – Founder and Director of YouReportTV.com and Search Director and founder of PureOnlineGenius.com.

The past ten years have seen Julian working as a consultant in the city of London and Canary Wharf for major financial corporations, such as:

- Morgan Stanley
- Société Générale
- Schroders
- Schlumberger Sema
- Siemens
- General Electric

Julian has built and managed successful teams of network sales agents as an executive senior representative for Vartec / EurExcel in 2003 to 2004.

He has been involved in setting up a number of internet start-up companies from 1999 until present such as:

- TranslucenKings.com
- JDJSolutions.com
- MHS.com
- SaveandSecure.com
- GiftBabies.co.uk
- ClaimsMasterGroup.com
- DiscountDiscount.co.uk
- JasImages.com
- Davidel.com
- EHLOnline.co.uk

He also represents the European arm of Linkhelpers.net, a specialist link building company in the USA

Julian has spent the last 4 years developing his online marketing expertise in search engine optimisation, pay per click management, copy writing, design, usability and conversions.

Lawrence Lartey – Founder and Director of YouReportTV.com

The Business Development Director has full sales and marketing background, of which, the past 11 years have been within New Media companies. Representing organisations such as Loot.com , InfoSpace Inc, Infra-Test Burke, Studentuk.com, DGM and DoubleClick Inc, he has setup and managed sales teams while personally managing client accounts with annual values of £300k+. Lawrence has developed online advertising networks and has working knowledge of best of breed industry technologies including dgmPro, DART for advertisers (DFA) and DART Search. His extensive sales and business development expertise

- Development of sales & marketing plans
- Prospecting / pitching publishers, agencies and direct marketers
- Developing & Presenting Ad Tech solutions
- Interfacing effectively with technical and account management teams
- Contract negotiation
- Producing and presenting reports to executive stake holders
- Experienced in coverage of EMEA territories
- Delivering results in line with broader organizational sales and marketing strategies

And his past client relationships have included:

- BskyB
- Yell.com
- AutoTrader.co.uk
- Jetix (Fox Kids)
- Agency.com
- Wanadoo (Now Orange Broadband)
- MSN
- PartyGaming.com
- Match.com
- Buy.com