

BIGVU Names Startup Veteran in Content Marketing and Media Intelligence as CEO

CommPRO Editorial Team



Sean Morgan, CEO @ BIGVU

Video Creation and Social Publishing App, BIGVU, leveraged by marketing, sales, training and communications professionals, announced the addition of industry veteran and successful startup founder, Sean Morgan as the company's new CEO. Morgan previously founded and successfully built and guided Critical Mention, Syndicaster, ClipSyndicate and Screaming Media.

"We're thrilled to have someone of Sean's caliber lead us through our next phase," said David Amselem, Founder of BIGVU. "Sean has been building startups in New York for 15 years, has grown aggregate annual revenue across his startups to more than \$60 million a year, and his background in prototyping, developing and bringing to market best-in-class SaaS products delivered into the marketing, public relations, and publishing sectors will streamline our growth initiative globally."

BIGVU's video creation and social publishing app has been downloaded more than 150,000 times to create high quality videos within minutes and distribute them to Facebook, Twitter, Instagram, Snapchat and YouTube.

"The online video content marketing sector is eclipsing all other channels," said Morgan. "Video is hands down the most pervasive and persuasive medium forming opinion. With BIGVU's apps, anyone can create high quality videos within minutes on their iOS or Android devices and share them across their social networks. With a captive audience of billions of users, businesses of all sizes are using BIGVU to increase brand awareness, engage audiences, and increase sales through video on social media. With a deep product roadmap, including unprecedented video editing capabilities, I am excited to move into the CEO role and establish BIGVU's presence in New York."

The BIGVU Freemium app is currently being used by thousands of small businesses. Coupled with the recent launch of BIGVU PRO, a premium subscription app that is adding hundreds of paid subscribers each month, BIGVU is poised to significantly grow its market share. The company continues to introduce video creation and marketing solutions to an expanding customer base. In addition to the BIGVU PRO app for small businesses, BIGVU's Team Collaboration Platform, developed for the Enterprise, includes a "Permissioning and Entitlements" module, and is now licensed by companies including IBM, Allianz, France24, The British Council and Société Générale.