

Broderick C. Byers Bio

Broderick is best described as a born entrepreneur. From childhood, Broderick has had the entrepreneurial bug. He started with a shoe shine box, advanced to a newspaper route, was an “aggregator and reseller” of lost pens and pencils (3rd grade), had a typing service while in college (where he “employed” several people to type papers for other students).

Broderick’s strength is his vision and ability to identify market trends and to provide services to fulfill needs. He is considered a social entrepreneur who seeks to make a social impact while developing revenue streams to sustain projects. Examples of his vision include;

- His participation in the founding of **NAMIC (National Association of Multi-Ethnicity In Communications)** – a non-profit, national advocacy organization for people of color entering into the telecommunications industry,
- **The Employment & Career Channel** - a syndicated television series that showed viewers how-to find and maintain employment.
- **Second Chance Television (2CTV)** – customized, rehabilitative television for in-prison and post release populations,
- **I.A.M. Solutions** (Internet Advertising & Marketing Solutions) a digital media marketing, video production and consulting firm. (Current)
- **iSwop Networks**– (I Shop With Our People), a mobile marketplace app and information delivery network that connects urban businesses to affinity, metro / suburban consumers. It combines e-commerce, B2C / B2B business and consumer databases, product / service reviews, consumer tips (on health and finance) and a business resource center; all in an effort to stimulate more commerce for urban business and direct more dollars back into the community.

Broderick is a seasoned veteran in all aspects of marketing and sales. His professional career spans from direct (door-to-door) subscription sales to a marketing executive specializing in consumer behavior and analytics.

Byers studied his craft while at numerous prestigious telecommunication companies including:

- BET Holdings where he managed the launch of DC Cable Advertising, a regional cable advertising agency; (at one point reporting directly to Robert (Bob) Johnson – Black Entertainment TV Founder),
- Tele-Communication, Inc. (TCI) – Consumer marketing and local cable television programming
- Time Warner Cable (NYC), consumer subscription sales
- UA-Columbia where he was one of the pioneers in selling local cable television advertising.

Mr. Byers provides vision and direction to startup companies. His responsibilities and focus includes team building, sales, and content development.

Byers attended Syracuse University where he majored in Television & Radio at the Newhouse School of Public Communications; minoring in sociology.

Grew up in East Orange, NJ; lived in Harlem, NY for 15 years; has lived in Philadelphia for past 5 years. Wife is from Philadelphia, is Director of Marketing at U. Penn’s Annenberg Theatre and is part of the Bynum family

References:

- **Solomon Watson – former General Counsel for the New York Times – investor / advisor**
- **Harold T. Epps – Commerce Director, City of Philadelphia**
- **George Burrell – Strategic advisor**
- **Clayton Banks – President of Silicon Harlem; pioneering IT solutions for the Harlem community.**
- **Robert Townsend – Retired President of Bell Atlantic (now Verizon) Videos**