



Robinne Burrell Biography



"Start where you are. Use what you have. Do what you can."

Arthur Ashe

Over the past decade, Robinne Burrell has been at the forefront of technology and emerging media, having worked with brands spanning digital, interactive, mobile and social experiences. Robinne led product development and strategy at Amazon/IMDb, Myspace during its peak and Match.com/Tinder. Through her company Redflight Innovation - an interactive development company located in Los Angeles and Johannesburg, she has built digital products for NBC's *The Voice*, Comedy Central and Steven Spielberg's The VR Company, to name a few. In addition to her work as an innovator and leader, Robinne was also an on-air correspondent at the Presidential Inauguration of Barack Obama, covering the logistical technology used during the ceremonies. Standard and Poor's identified her as part of the "Society of Industry Leaders" and Hollywood Reporter named her "The Next Generation of Industry Execs". She has been featured on CNN and NBC and is an Executive Chair of the Interactive Peer Group for the Television Academy, the most influential board of influencers determining excellence in digital media.

Prior to her leadership positions at top tech and media companies, Robinne also held management positions at Universal Music Group, Sony Electronics, and was an early member of Jimmy Iovine's start-up *Inside Sessions*, a digital curriculum designed to introduce young musicians on how to break into the business of music. Robinne would later go on to be an Ambassador of Goodwill and Peace in Mexico, where she launched a non-profit program for kids to learn arts and humanities. In 2016, Robinne authored the virtual reality user experience for "*Take Back the Mic: The World Cup of Hip Hop*" for Oculus, which would lead her to become the first African-American woman to be up for an Emmy in VR.

Robinne is also the creator of *Access to Innovation* workshops, part of Redflight's social enterprise efforts around the world to bring emerging technology to underrepresented communities through an immersive curricula in coding, robotics, virtual reality, augmented reality and entrepreneurship. She recently partnered with the Mandela Family and Africa Rising to implement the program in Nelson Mandela's hometown of Mthatha in the Eastern Cape of South Africa.

Robinne holds a B.A in Cinema/Television from USC and completed the Leadership Strategy Program at MIT's Sloan School of Business. She is the co-creator of "In Your Shoes" a broadcast and virtual reality series that allows historically untold stories to be brought to life by 360-degree video. In 2016 she was awarded First Place in the National Association of Broadcasters Innovation Pilot for her "outstanding commitment to furthering the future of broadcasting" for her work on the project. Earlier this spring she was named in the top spot as "5 People Pushing Technology You Want to Work With Now" in Forbes Magazine and "Code Breaker of the Year" by Google and the Digital Diversity Network for her groundbreaking work in tech and media. She is also sits on the Board of Generation Hip Hop, A Kweku and Ndaba Mandela organization - the most prolific of the heirs to the Nelson Mandela legacy, and is their Director of Technology.