

executive bios

Leon Papkoff: Chairman & CEO



As Chairman and CEO of Design Reactor, Leon plays a critical role in developing strategic marketing and technology initiatives for a client roster that includes Apple, Cisco, AMD, Universal Pictures, Sun Microsystems and HP. As CEO, he provides senior leadership developing solutions that leverage innovative and emerging technologies. For the past several years, his focus has been on architecting unique B-to-B and B-to-C online virtual social networking experiences, mobile media and high-end motion graphics technology and marketing solutions.

For over 15 years, Leon has been at the forefront of digital marketing and communications, architecting and directing integrated online technology initiatives for some of the world's most renowned brands. In 1997, Leon founded Design Reactor to service a roster of media and entertainment clients that included The Walt Disney Company and ABC, Twentieth Century Fox, and Warner Brothers. In the mid-90's, he was an Account Executive for Arch Communications, a leading global provider of end-to-end wireless solutions. Following this, he built technology solutions for Vantive, Silicon Valley Bank, matchmaker.com and Covad.

Leon holds a degree in Marketing & Management from the University of Oregon. He has also taught Web Programming at San Jose State University and speaks at industry events such as Digital Hollywood and OMMA.