

JEFFREY L. SCHEIMAN

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STRATEGIC ADVISOR | CEO | CMO

As Founder and CEO of SOS Media Group, a leading marketing communications and content creation company, Scheiman partners with clients to drive business volume through highly-successful marketing, development, and extension programs. He works with both billion-dollar companies and emerging businesses in a variety of industries, including retail, home builders, hospitality, technology, manufacturing, and consumer products.

Scheiman's expertise includes the strategy, development, creation, and delivery of content and messaging through all media platforms for both internal and external audiences.

Among his clients are M/I Homes, LBrands, Schottenstein Stores Corporation, Value City Furniture, Hudson Bearings, CAS, Safe Auto Insurance, iCoffee, EIRTH, DHL Supply Chain, and Burrows Golf—all of whom have achieved positive, measurable business results through Scheiman's marketing, advertising, and communications acumen.

Under his leadership, SOS has been named by ***Business First*** as one of Columbus' "Fast Fifty" companies. Scheiman's professional accomplishments have been recognized by the ***Who's Who Registry of Business Leaders*** and ***Business First's 40 Under 40*** awards program. He was named a finalist for the ***Ernst & Young Entrepreneur of the Year*** award.

A graduate of Boston University's School of Public Communication with a Master of Science in Broadcasting and Film, Scheiman has worked in the production services industry his entire career. He was a founding member of the International Teleproduction Society, which for many years was the industry's leading trade organization and its voice in Washington, D.C. Prior to establishing SOS, Scheiman worked at WHDH-TV Boston (formerly WNAC-TV), The Nebraska Television Network, and at Taft Broadcasting's Columbus, Ohio, affiliate, WTVN-TV (now WSYX).

Throughout his career, Scheiman has also donated time, resources, and expertise in volunteer leadership positions for many Central Ohio non and not for profit organizations, including Columbus State Community College, The Columbus College of Art & Design, The Greater Columbus Arts Council, Big Brothers Big Sisters of Central Ohio, and the Columbus Chapter of YPO.

He's also worked on communication's initiatives for organizations, entities and causes including The Columbus AIDS Task Force, Temple Israel Foundation, United Way of Central Ohio, The Center for Healthy Families, Pelotonia, and State of Israel Bonds.