



Meet the Team

MediaMall Technologies, the creators of PlayOn, PlayLater, and MyMedia was founded in 2003 to make it simple, affordable, and fun to enjoy your favorite movies, TV shows, and videos from the internet on your TV or on your mobile devices and tablets. MediaMall operates with offices in New York, Seattle, and Copenhagen.



Jeff Lawrence
President and CEO

Jeff is always looking to the future – figuring out what's next for PlayOn. Jeff has spent the majority of his career in the telecom turned broadband industry. He has spent the last 15 years with "startup" tech co's, but began at Andersen Consulting (now Accenture) and Booz Allen Hamilton (now part of PwC) serving telcos like Ma Bell (Bell Atlantic, that is) and Qwest. He got his MBA from Columbia and a B.S. in Engineering from Cornell. He loves playing basketball, watching his favorite NY sports teams (the Giants, Mets, & Knicks), and digitizing every possible aspect of his life.



Tracy Burman
Chief Operating Officer

Tracy runs the business of PlayOn. PlayOn is her third startup over her 15-year startup career. Like Jeff, she was a consultant (at A.T. Kearney) prior to catching the e-commerce startup bug. She got her MBA from Harvard Business School and a B.S. in Commerce from the University of Virginia. While still a southerner at heart, she currently lives in Seattle – the PlayOn world headquarters, and roots for the Seahawks. She loves having dance parties with her son and daughter, the movies, and watching TV (streaming, of course).