

# ABOUT MIKE HALEY



Hailing from the Midwest—Toledo, Ohio to be specific—it didn't take Mike long to realize he wanted to settle in the Sunshine State. "I moved to Fort Myers, Florida with my family right after high school in 1993 and knew this is where I wanted to live." With no plan or funds for college Mike made sure he was chosen as one of the inaugural members of Americorp where he dedicated a year to serving the local community in exchange for a stipend to be used for tuition. After a jaunt back to Ohio for college where he studied audio-video production, Mike settled in Florida once again in 1998— returning to help raise his oldest nephew.

Eventually, he went on to earn his MSCE and landed a job with Sony, followed by a successful career at Field Edge, a national software developer. In 2009, while finishing his degree at Florida State and advancing his career at Field Edge, Mike got bored again and formed his own business: M&M Multimedia. Originally founded as a video production company, M&M Multimedia has evolved over the years into a fully integrated digital media production and marketing company. Although the Sony job didn't last long it came full circle in 2012 when M&M Multimedia landed their first contract with Sony to produce content for the Sony Listens YouTube Channel. The rest is history....

Over the past decade, M&M Multimedia has helped businesses and agency partners in the region and around the globe build awareness, drive new initiatives, and achieve long-term growth. "Our strength is digital media production with a focus on video production and interactive media. We know this area and we know how to engage customers using video. We specialize in creating visually effective media with marketing and training in mind. It all starts with understanding each company's objectives—and then producing the most effective visual media to engage and solve problems. As we say, "We make media that makes you Learn, Laugh, Cry, and Buy!"