



Jay Chinnadorai



20 years in Consumer Electronics, Telecommunications and Entertainment technology business; Sony, TMM London, Europe/North America/Japan Consumer Electronic, Telecommunications. Licensing, New product introduction, Strategic Planning, Senior Management advising.

Jay Chinnadorai is Founder and Managing Director of Sumtotal, a strategic consultancy specializing in the converging sectors of Device, Media and Networks. Prior to founding Sumtotal, Jay was Vice President of Sony Europe responsible for Networks, Applications and Services. He spent over 11 years with Sony Corporation and held various Senior positions where he was responsible for developing several start-up businesses including the establishment of a successful Mobile Service business in the UK as a licensed Service Provider for Vodafone and O2.

Prior to that, Jay ran his own consultancy business advising various blue chip companies, including the BBC and Thames TV with their launch of the UK Gold channel. Before that, Jay worked with Thomson Consumer Electronics in various positions, including as Marketing Director of the UK Operations.

Jay is an alumnus of Manchester Business School (MBA) and University College London (BSc in Electronic Engineering). He is a Member of the Marketing Society.