**Omar Hamoui**

Omar Hamoui is an entrepreneur, he has spent his career founding and running mobile businesses, some of which have fared better than others. He founded and ran software consulting business Vertical Blue, before mobile photo sharing GoPix Inc., and fotochatter, a mobile photo-sharing social network.

Then came AdMob, one of the first and largest mobile advertising platforms, which Hamoui founded and at which he served as CEO. The company attracted Steve Jobs, who was interested in buying the business in 2009, but Hamoui held out for a better offer which came just a few months later, when he sold AdMob to Google for $750 million.

When Omar was a child, his father bought an Apple II computer when he was in third or fourth grade, and he always enjoyed using it and playing with it but he didn’t really start coding until he was in his senior year of high school. He liked it enough to take the course at UCLA, and there he realized pretty quickly that he wanted to run his own company.

He grew up in Central California and was planning on being a doctor. That was the course he was supposed to be taking, but after about sixth grade, his family moved to Southern California and he eventually studied Computer Science at UCLA. He found he really enjoyed both the engineering and business side of the course, and that’s when he started looking at it more as a career path.

It was also right around the time that the internet started to take off. He graduated UCLA in 1998, and so certainly by his third and fourth year there, all these crazy web companies were being launched, like Amazon and Google. He was seeing, hearing, and reading all about them on the news, and that’s when he got really interested in the idea of business and technology combined.

He got the name for his business Admob is a compound of the words advertisement on mobile and it was incorporated on April 10 2006. And the company is based in Mountain View, California. In November 2009 it was acquired by google for $750 million. The acquisition was completed on May 27 2010.