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Recent Professional Experience

Director of Strategy, IPG Media Lab 2015 - present

Leadership of a diverse strategy team providing research and analysis of emerging technologies, consumer behavior, and business strategy, including regular public speaking, press interviews, writing/editing, and creation of an annual trend report. Public face of the Lab in pitches, conferences, and innovation workshops for Fortune 100 brands. Product development to provide education and actionable intelligence to brand C-suites, venture capitalists, and agency executives. Clients include Amazon, Coke, ExxonMobil, BMW, Kia, Nespresso, Uber, Royal Caribbean, SpinMaster, and award-winning work for MillerCoors and NYX Professional Makeup.

Co-Designer, Rewordable 2008 - present

Rewordable is a uniquely fragmented word-building card game, designed for making longer, quicker, and more colorful words. Initially designed in grad school at ITP, in 2016 we launched a Kickstarter to produce and distribute a professional version of the game, which raised 250% of our initial goal. We eventually signed with Clarkson Potter, an imprint of Penguin Random House, to publish Rewordable — their second game ever — which will be available at Amazon, Barnes & Noble, and independent game retailers in August 2017.

Chief Technology Officer, Avatron Park 2014 - 2016

Avatron is a bold new concept in theme parks which marries licensed IP from studios such as Lionsgate and Ubisoft with cutting-edge technology. Part of the founding team, I leverage my knowledge of consumer software and hardware to collaborate with ride designers and engineers, creating experiences never seen in themed entertainment. Creation of a full technology plan, including overall park architecture, partner & vendor sourcing, hardware and software planning, staffing plans, and budgets. Participation in pitches to IP owners, partners, and major investors. Avatron development is currently on hold due to the global political climate.

Director of Product, Refinery29 2013 - 2015

Refinery29 acquired Socialbomb to help build their next-generation media platform. Thought leadership on innovative brand partnerships, particularly around bridging online with brick-and-mortar shopping. Conceived and led an initiative to build a mobile social platform for product discovery, including iBeacon-powered contextual content delivery for retail partners. Regularly a part of pitches to Fortune 100 executives. Creation of platforms for structured data around products, brands, and users on Refinery29.

Co-Founder & Chief Creative Officer, Socialbomb 2008 - 2013

Creative leadership and business strategy for a cross-disciplinary team of engineers and designers, building award-winning social software for web, mobile, and television platforms. Ownership of the creative process from ideation to UX to launch and beyond, including management of up to five direct reports and teams of up to thirty-five. Significant research and strategy insight on the use of mobile and social in domestic and developing markets, user experience design for media, and interactive platforms for television. Clients included HBO, BBC, Red Bull, Fisher-Price, Mars, Orbitz, FedEx, Pepsi, and MTV.

Awards

WWD Most Innovative Mass Beauty Brand for *NYX Retail Stores*, IPG Media Lab, 2016

CLIO Innovation for *Coors Lite Sounds of the City*, IPG Media Lab, 2016

Webby Fashion & Beauty Category / People's Voice; Email Newsletters Category Winner for *Refinery29*, 2014

CLIO Special Award: Facebook Integrated Media for *True Blood Live Feed*, Socialbomb, 2009

Webby People's Voice: Integrated Campaign for *True Blood Live Feed*, Socialbomb, 2009

Facebook Studio Award for *True Blood Live Feed*, Socialbomb, 2009

NYU / Stern Business Plan Competition Winner for *Socialbomb*, 2008

Education

New York University, Tisch School of the Arts: **Masters in Interactive Telecommunications (ITP)** 2008

University of California, Los Angeles: **BA in Theatre**, directing & immersive entertainment specialty 2002