

Meta Oct 2016 - Present

**Innovation Lead – CS Labs** Sept 2019 – Present

Founder of team that has grown from 3 members to over 40 in 2.5 years. I create and develop proactive ideas and turn them into products utilizing various ML models (while focusing on language and computer vision), AR/VR/XR and other emerging technologies. I have secured 4 patents through applied theory and computational logic to launch 5 innovation products and platforms. Built an internal team of engineers, experience designers, producers and product specialists to scale innovation and “creative intelligence” to the global team and industry while also developing numerous mutually beneficial external partnerships.

**Global Production Lead – Creative Shop Studio** Oct 2016 – Sept 2019

Branded Content with the world’s greatest storytellers, celebrities, influencers, publishers and brands. I developed the conclusive non-linear, atomized framework for transmedia content released across our platforms and scaled it globally. Lead Creative and Producer on Facebook’s first location-based AR activations with Tate Britain and MoMA. Launched A.I. based storytelling with James Patterson. Other clients include CAA, Endemol Shine, Imagine Entertainment, Cisneros, etc.

LEO BURNETT Jan 2013– Oct 2016

**Senior Producer**

Overseeing all aspects of production, I led various producers, agencies, internal teams and vendors to produce everything from multi-million-dollar commercials, integrated events and installations to mobile first content. Generally the first to implement any new technology or platform. *Coca-Cola, Sprint, Allstate, McDonalds, etc.*

DIGITAL KITCHEN

**Director of Innovation** Sept 2011–Dec 2012

**Senior Integrated Producer** Jan 2011–Sept 2011

Hired to develop and lead the interactive group for the Chicago office. I moved up through various roles where I negotiated unprecedented million-dollar creative retainer fees with multiple entertainment clients, sold through executions and managed the assigned project teams for 360 integrated campaigns. Simultaneously led IP / product development and original content initiatives for the agency. *Starz, TNT, Microsoft, etc.*

LEO BURNETT

**Producer** Jan 2010–Jan 2011

**Senior Art Director** Sept 2005–Jan 2010

Led integrated production efforts and process and spoke externally to press on behalf of the agency on the role of producers in emerging technology spaces. Produced integrated campaigns across platforms. Director, Editor and Producer for branded content and commercials. Internally led teams of motion graphic artists, editors, designers and software developers. *Nintendo, Samsung, Blackberry, Disney, etc.*

**WRITER / DIRECTOR / PRODUCER**

The Disappearance of Daniel Dodger (Feature Film 2007) Bad Alex (Feature Film 2016)

**AUTHOR**

Stars of The Now (Novel 2014)

**EDUCATION**

Columbia College Chicago Bachelor of Science, Audio for Visual Media (2005)

Hobbies: Building in the Metaverse - Javascript/React/Solidity/3D software. Wellness and longevity through science and fitness. Always progressing towards the ultimate system of altruism through technology. Mediation. Yoga.