

From: Chick Foxgrover cfoxgrover@aaaa.org
Subject: Re: CreateTech 2014
Date: November 14, 2014 at 12:02 PM
To: Mathew Ray MRay@mullen.com

Man oh man!
Would have made a big difference.

CF 4As mobile

On Nov 14, 2014, at 11:40, Mathew Ray <MRay@mullen.com> wrote:

Hi Suzanne,

We actually just wrapped up the conference yesterday, but would be great to keep in touch as we plan next year's event and see how we can include some of the cool stuff that Akamai is doing in there. We can also send along the video content once it is available online so you can see how the content turned out this year. I may be biased, but it feels like our best-yet! Already looking forward to planning next year's.

Take care and look forward to keeping in touch!
Mathew

Mathew Ray
director, interactive I mu//en
40 broad street, boston, ma 02109-4308
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From: <Johnson>, "Johnson, Suzanne" <sujohnso@akamai.com<mailto:sujohnso@akamai.com>>
Date: Friday, November 14, 2014 11:34 AM
To: Mathew Ray <mray@mullen.com<mailto:mray@mullen.com>>, "McRae, Kylee" <kmcrae@akamai.com<mailto:kmcrae@akamai.com>>, "Morton, Robert" <rmorton@akamai.com<mailto:rmorton@akamai.com>>
Cc: Chick Foxgrover <cfoxgrover@aaaa.org<mailto:cfoxgrover@aaaa.org>>, "Murphy, John" <jomurphy@akamai.com<mailto:jomurphy@akamai.com>>, "Sandock, Deborah" <dsandock@akamai.com<mailto:dsandock@akamai.com>>
Subject: Re: CreateTech 2014

Matthew,

I am hoping this did not fall through the cracks. Margaret who you were working with recently had a little boy so is now on leave. I do however want to see if there is still a way that Akamai can participate in this thought leadership event right in our backyard.

I am looping in Kylee McRae who is covering for Margaret while she's on maternity leave and works closely with her, as well as Rob Morton from our PR team to talk more. Do we have the sponsor materials?

I know it's late, but Akamai could lead a really cool discussion on responsive web design or how people are measuring real user experience across networks and devices. Akamai has noticed that while everything is getting faster, Web pages are actually slowing down, mostly driven by mobile. We also have some ultra cool video technology on the horizon that the crowd might be interested in – putting chips onto devices to get 4K video over IP into the home. Lots' of ideas....let us know ! Would love to support.

Suzanne

From: Mathew Ray <MRay@mullen.com<mailto:MRay@mullen.com>>
Date: Friday, September 19, 2014 at 1:43 PM
To: Margaret Kuchler <mkuchler@akamai.com<mailto:mkuchler@akamai.com>>, Suzanne Johnson <sujohnso@akamai.com<mailto:sujohnso@akamai.com>>
Cc: Chick Foxgrover <cfoxgrover@aaaa.org<mailto:cfoxgrover@aaaa.org>>
Subject: Re: CreateTech 2014

Hi Margaret & Suzanne, hope you had a great summer!

Wanted to give you a head's up and let you know where our speaker list is starting to set up to be for CreateTech this November. Let us know if you think you'd still be interested in supporting, as there are a few sponsor slots left!

Thanks again,
Mathew

[95%+ certainty]

Rudina Seseeri, Farihaven Capital, opening keynote panel, with Dr. Cynthia Brazeal of Jibo and perhaps others. Possibly David Rose - the author of Enchanted Objects: Design, Human Desire and the Internet of Things

Kati London. Design researcher Microsoft, keynote , former AreaCode/Zynga Game designer, Microsoft

David Shrier, Director New Ventures, MIT. keynote

Nigel Jacob, Co-Founder, New Urban Mechanics , City of Boston, Keynote

Ben Malbon Google Art Copy & Code , Creative/Client Presentation

Winston Binch, DeutschLA and Volkswagen, Creative/Client Presentation, Theme agency development team

Mike DiGiovanni, Isobar, Google Glass dveloper, Workshop description below.

Steven Dean, partner at PreHype, Solo or discussion, Innovation and the customer conversation

Mike Baker, DataXu, Conversation or Panel, Possible panelists: Byron Ellis, SpongeCell CTO, Ray

Velez CTO, Razorfish, and John Cain, VP, Customer Experience Strategy, SapientNitro,

Jason Alan Snyder, Momentum WorldWide, Beyond Wearables, Panel , RockPaperRobot, Marcel Botha

Mark Logan, Barkely, Michael Phillips, Eleven, Organizers, Innovation Labs Panel, others John Running, Hill Holiday, David Vogeeler Marting Agency.

Agency Innovation lab/creative technologies - showcase, based on Mullen idea, work small enough to be demoed on tables.

Mindshare, new agency unit dedicated to the internet of things, Creative/Client Presentation + Research,w/ MapMy Fitness

Jason Levy,Saatchi&Saatch Wellness, Panel, BioHacking, details to come

AT&T/ManMadeMusic, Creative/Client Presentation, Design of sound in mobile and environment Case study at the AT&T/ Dallas Cowboy's Stadium - Gregg Heard, Vice President, Brand Identity and Design, AT&T, Joel Beckerman, Founder and Lead Composer, Man Made Music

Fake Love - Seeing Sounds, Hearing Colors: Experiencing Brands through Synesthesia

[75% certainty]

Hush- Activated Spaces & Expressive Environments

Chris Reigl, Stratacahe perhaps with Fortune 100 retailer

Fernanda Viegas, Solo, Google, Data visualiztion

Sheldon Montiero, Sapient Nitro CTO, The Case for Evolution of the Creative Technologist

Critical Mass, Creative/Client Presentation, Using Kinect for UN Mine detection project

On 7/25/14 1:11 PM, "Mathew Ray" <MRay@mullen.com<mailto:MRay@mullen.com>> wrote:

Hi Margaret,

Hope your July is going well! Just wanted to check in - let us know if you want to speak further about how Akamai may be able to participate in the conference this year.

Thanks again,
Mathew

On 7/1/14 4:45 PM, "Kuchler, Margaret" <mkuchler@akamai.com<mailto:mkuchler@akamai.com>> wrote:

Thanks for sharing this info Mathew! We will review.

Margaret

On 6/26/14 4:56 PM, "Mathew Ray" <MRay@mullen.com<mailto:MRay@mullen.com>> wrote:

Hi Suzanne and Margaret,

Thanks for taking the time to meet last week! (Apologize for the delay, the family has been moving to a new house, so it's been a little crazy since Thursday)

Attached you can find the deck we went through and the details around the various types of involvement Akamai could have at CreateTech 2014. Great to hear about Guy 'Po' potentially being able to speak as well - seems like he could bring a lot of practical value to the conversation at this year's conference.

Let us know if you need any specific info or if you'd like to follow up about anything - we can always hop on a call or I can drop by when I am in the neighborhood again. We can definitely keep you in the loop as the confirmed speaker list grows as well.

Thanks again and look forward to chatting again soon!
Mathew

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On 6/12/14 3:49 PM, "Kuchler, Margaret" <mkuchler@akamai.com<mailto:mkuchler@akamai.com>> wrote:

Wednesday 11-1 looks great for me too!

Margaret

On Jun 12, 2014, at 1:53 PM, "Johnson, Suzanne" <sujohnso@akamai.com<mailto:sujohnso@akamai.com>> wrote:

Wednesday 11-1 works great for me or Tuesday late afternoon - Margaret?
Suzanne

On 6/12/14 12:03 PM, "Mathew Ray" <MRay@mullen.com<mailto:MRay@mullen.com>> wrote:
Thanks Suzanne and nice to meet you Margaret!

Will probably have to be over that way next week a few times, just let me know if there is a specific day/time that works out Mon-Wed next week and I can make sure come by and visit.
Looking forward to chatting!

Mathew
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On 6/4/14 1:03 PM, "Johnson, Suzanne" <sujohnso@akamai.com<mailto:sujohnso@akamai.com>> wrote:
Matthew,

Thanks for reaching out! This might be a very good fit again now.

We

are

really trying to raise awareness of site performance as key
requirement

and part of the design process when building mobile and digital
experiences. That's just one idea.

Since this is right in our backyard I'd love to talk and see what
you

have

cooking. Looping in Margaret Kuchler who is leading up the strategy

on my

team. Will you be over this way anytime soon?

Suzanne

Suzanne Johnson

Vice President

Americas Marketing

617-444-2554

sujohnso@akamai.com<mailto:sujohnso@akamai.com>

On 6/4/14 11:39 AM, "Mathew Ray" <MRay@mullen.com<mailto:MRay@mullen.com>> wrote:

Hi Suzanne it's been a while but wanted to reach out and
reconnect!

Wanted to let you know that the 4As and the Creative Tech
Committee

has

decided to do the CreateTech conference here in Boston in November
(12th

& 13th) down at the Microsoft NERD center just down the road. We
are

still working out the keynote speakers this year, but we have an
incredibly diverse set of folks on the list, spanning the
Startup/VC

world, Agencies, Product Design companies, Tech companies etc. The
theme

this year is about blurring lines between the technology,

creative,

businesses/brands, and product worlds with the goal of helping

all

of

those types of businesses be better prepared to in this world with
more

blurred lines and less clear delineation between practices than

ever

before.

Let us know if you'd like to catch up via a call or hangout at

some

point

in the next few weeks we've loved having you being part of the

event

the last few years and would love to have ya be a part again this

year

on

the home turf!

Take care!

Mathew

Mathew Ray

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