

**From:** Chick Foxgrover cfoxgrover@aaaa.org  
**Subject:** Re: CreateTech 2014  
**Date:** November 14, 2014 at 12:36 PM  
**To:** Mathew Ray MRay@mullen.com

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Tho maybe the content was more consistent without sponsors.

CF 4As mobile

On Nov 14, 2014, at 12:23, Mathew Ray <MRay@mullen.com> wrote:

ugh, i know...

On 11/14/14 12:02 PM, "Chick Foxgrover" <cfoxgrover@aaaa.org> wrote:

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  
Ad Age A-List Agency & Fast Co. Most Innovative Company

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" <morton@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

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 Seleri, 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/ MapMv Fitness

Jason Levy, Saatchi & Saatchi 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 visualization

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

Mathew Ray  
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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

Mathew Ray  
director, interactive | mullen  
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Ad Age A-List Agency & Fast Co. Most Innovative Company  
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!  
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