



SPEAKERS' BIOS

KEYNOTE SPEAKER



U.S. Army Maj. Gen. (ret.) John M. Custer

U.S. Army Maj. Gen. (ret.) John M. Custer is the Director of EMC's Federal Strategic Missions and Programs. EMC is a leader in enabling government agencies to transform their operations and deliver IT as a service. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way.

Custer is responsible for leading all aspects of strategy, business development and program execution for EMC Corporation's Federal Business Division. His background with Intelligence, Surveillance and Reconnaissance (ISR) operations as well as Intelligence Training is crucial as EMC partners closely with the Federal Government and Department of Defense on its "Journey to the Cloud."

Custer has more than three decades of government experience with intelligence, secure communications architectures, information technology and surveillance operations. As Director of Intelligence for US Central Command he supervised intelligence operations in twenty-seven nations across the Middle East and oversaw all ISR operations in Iraq, Afghanistan, the Horn of Africa, and the remainder of the Middle East. General Custer commanded at every level and served as the primary Intelligence Staff Officer (S2/G2/J2) at Battalion, Brigade, Division, Corps and Joint Command echelons. He worked as a Space Architectures Planner for the Joint Chiefs of Staff and as a Nuclear Weapons Targeting Officer aboard the Supreme Allied Commander Europe (SACEUR) Airborne Command Post.

Custer is a graduate of the University of Delaware, a graduate of the Defense language Institute's Russian curriculum and earned Master's degrees in Strategic Intelligence from the Joint Defense Intelligence College and in National Security Studies from the National War College.



BREAKOUT SESSION SPEAKERS

Scott Andrews

Introduced to photography in Boy Scouts, Scott Andrews studied photogrammetry while majoring in biology. He became interested in using photography to document fieldwork, and an internship for the U.S. Government strengthened his experience with numerous projects involving conventional, and IR photography.

While pursuing an advanced degree, he worked for the Associated Press, primarily at the Kennedy Space Center, which led to the development of a portable remote camera triggering system that was adopted by several news agencies and the U.S. Government. In 1984, he joined the technical staff at Nikon. In Washington, D.C., he managed the Nikon Professional Services office where he worked closely with the Washington press corps and the U.S. Government in introducing new products and helping R&D gather ideas for new products. He also worked very closely with NASA in the documenting of the Space Shuttle and the evolution of the International Space Station, both in the United States and in Russia. He continued to develop ways of using remote photography; that is mounting cameras in or on hazardous areas (aircraft, boats, etc) or in areas where detection or threat is possible. He has also worked with National Geographic, to develop devices for special projects such as animal traps, and with the U.S. Government and many media outlets, acting as a consultant for events such as Presidential Inaugurations, political conventions, Senate hearings, space launches, and sporting events.

He now works for Canon, exploring new challenges in documenting the world. He is located in Washington, D.C., and still works closely with the U.S. Government and the journalism community with an expanded agenda as he concentrates on exploiting the dual capabilities of imaging products in recording both still and video imagery.



Glen Arnowitz

Glenn John Arnowitz is Director of Global Creative Services for Pfizer leading a team that develops product packaging concepts, corporate communications and sales/marketing collateral. He has contributed to HOW Magazine, Graphic Design USA, Dynamic Graphics, Weird NJ, as well as the publications Bringing Design In-House, and In House Design In Practice. Glenn has presented at the HOW Design Conference, InHOWse Designer Conference, the Central Intelligence Agency, Deloitte, the University and College Design Association Conference, the Parenting Publishers of America Conference, the Thinking Creatively Conference at Kean University and the New Jersey Institute of Technology. As co-founder of InSource (www.in-source.org), Glenn is passionately committed to helping in-house creatives achieve design excellence and recognition within their companies and business community. For more information, visit www.bigcowstudio.com.

Jason Cranford Teague

Jason helps people apply technology in creative ways to build a positive future. He has been at the forefront of Web design for over 17 years as a designer, writer and teacher, recently taking over as the Director of UX for Forum One (www.forumone.com), an interactive agency with clients that include the Environmental Protection Agency, The Aspen Ideas Festival, and The Robert Wood Johnson Foundation.

As well as being a regular contributor to Wired's GeekDad blog (www.geekdad.com), Jason is also a writer and author, with over a dozen books dealing with a wide-range of digital media topics. His recent books include CSS3 Visual Quickstart (Peachpit Press), Fluid Web Typography (New Riders) and Speaking in Styles: The Fundamentals of CSS for Web Designers (New Riders: Voices That Matter).

Jason has been training and speaking for over 10 years at some of the leading events in digital media including SxSW (2009 & 2010), Voices That Matter (2008, 2009, & 2010), WebVisions (2009 & 2011), WebDirections USA, and Next 10.

Jason has worked with the W3C CSS Workgroup, Yi's Night: The World Space Party, and was the Director of Web Design Standards for AOL. He recently served as the Senior Design Manager for Marriott International eCommerce, where he helped relaunch marriott.com, the 7th largest eCommerce site on the Web. Read more about Jason on his blog jasonspeaking.com.



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Alexandra Gebhardt

Alexandra Gebhardt is the Chief Social Strategist for Inside Media Networks, a social influence marketing and branding agency that provides support and development for marketing communication and public relation initiatives. With more than six years of hands-on experience in leveraging emerging social and web technologies to build audience communities, Alexandra is considered an expert in social media, web 2.0, blog development (Wordpress), podcasting, online content creation and distribution.

For more than a decade, she has been on the front lines leading change at some of the imaging industries key companies such as Agfa and Pantone. Alexandra's work with various technology and media start-ups has allowed her to hone skills in leveraging the power of new technologies within existing business plans and infrastructures. Her overall experience and networks in various media, graphic, digital imaging, printing, publishing, online, design, and communications industries has given her a holistic view of converging technologies as well as an insider's expertise of how these technologies affect the industries that power today's changing media landscape. Alexandra delivers the experience, content, and edge that empower social media plans her clients employ or seek to implement.

Her contagious passion for social media allows Alexandra to consult with clients in developing their social strategies, helping to build their presence and brand across the full range of social networks by training and guiding their internal teams to leverage the power of social influence marketing. Her unique insight into new media technologies brings a fresh spin to traditional communications, PR, and media content.

She currently leads social conversations, engages the audiences, monitors and measures the results for B2B and B2C clients which include FileMaker Inc., an Apple subsidiary. She works behind the scenes for a range of industries including healthcare and entertainment, and is the key producer of imaging and consumer electronics analyst, Mike McNamara's "The McNamara Report".



Trip Gotelli

Trip Gotelli is a Senior Business Development Manager for Professional Video at Adobe Systems. With over 21 years of experience in computer graphics and video at companies such as Radius, Matrox, Integrated Computing Engines, and TM Television, he is passionate about sharing technology that empowers organizations and individuals to communicate with more audiences. For Adobe, he often presents Adobe video technology solutions at customer/industry events and advocates for the features and video workflows most important to government/public sector customers.

Jordan DeVries

Jordan DeVries has led the design and development of projects ranging from business communications and identity to fully interactive websites and e-commerce, to video, games and sound – with hundreds of projects successfully delivered over the past decade.

He has worked with Fortune 500 companies, non-profit organizations, restaurants and start-ups, as a designer, programmer, producer, and animator. He's simply trying to fulfill his destiny; as a high school senior, he was voted "Most Likely to Make a Website."

Before joining LookThink, Jordan received a Bachelor's Degree in Mechanical Engineering from Carnegie Mellon University. Though engineering was his back-up plan, he credits the experience with giving him a fresh perspective on the design process.

From typography to photography, layout to motion to audio, Jordan advocates creating a cohesive story for every project. He is eager to bring the science of design and the beauty of aesthetics to LookThink.

David Miller

Formerly a Senior Editor with National Geographic Maps, David Miller is currently a Cartographic Consultant for EMC (Editorial & Mapping Consultants) and a Geography Instructor at Northern Virginia Community College. He has helped produce more than 14 atlases and 800 maps on a wide range of thematic and regional topics, including China, the Middle East, and the Polar regions.



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Russell Hodge

Russell Hodge is the Creator and Executive Producer of *The Truth About Money With Ric Edelman*, a series of twenty-six programs currently broadcast on more than 250 public TV stations nationwide. Mr. Hodge is an Emmy Award-winning producer with more than two decades experience in news, public affairs and documentary production and programming. His credits include projects for HBO, PBS, NBC, CNBC, CBS, Fox and Comedy Central. Mr. Hodge has produced hundreds of hours of television programming for Network, Cable and Public Television, and numerous foreign broadcasters. He is best known for launching and producing some of television's most innovative and successful news discussion shows including, *Fox News Sunday*, and *Off the Record* for Fox, *Politically Incorrect* for Comedy Central, *The McLaughlin Group* for CNBC, *Legends of Airpower* for Public Television and Discovery Networks, and *Frontiers of Medicine*, *Celebrate Freedom*, *Unspoiled Planet* and *For the Love of Their Brother* for public television and international distribution.

Mr. Hodge has produced television programs in international locales ranging from Pakistan, Costa Rica, South Africa, London and Moscow. He also consulted with Voice of America to launch successful television programming for their Persian, Mandarin, Ukrainian, and Indonesian Services.

Mr. Hodge established 3 Roads Communications in 1994. With a dynamic creative team, 3 Roads has produced dozens of hours of awards-winning programs. *Legends of Airpower* is a biography-style series of 52 episodes detailing the life and times of America's greatest aviators. *Legends of Airpower* is broadcast on more than 250 public TV stations, on the Discovery Military Channel, and around the world on AFRTS. *Frontiers of Medicine*, a series of 39 episodes detailing the latest developments in hi-tech medicine, was broadcast on more than 200 public TV stations and in two dozen countries around the world. It is now on iVillage's start up network, the Hospital Channel. The award-winning documentary, *The Gift of Life*, tells the story of a remarkable program to save the lives of critically ill children from third-world countries. New television programs in production and/or distribution, include *Celebrate Freedom*, a thirty minute public television program featuring one of America's best small town air shows; *Unspoiled Planet*, 13 episodes about the most pristine environmental spots on the globe, which is in international distribution, and *For The Love Of Their Brother*, a heart-warming documentary about the struggles and triumphs of the Siller family after the death of their brother, Stephen Siller a New York City Firefighter whose life was cut short on September 11th.

Mr. Hodge has been widely acclaimed by industry colleagues. He is recognized for his outstanding productions with more than three dozen awards, including an Emmy, Cable ACE, Telly, Aurora, Addy, Communicator, Aegis and several other broadcasting awards.



Michael Lebowitz

Michael Lebowitz is Founder and CEO of Big Spaceship, a creative innovation agency pioneering connected experiences, products and platforms. Since launching Big Spaceship in 2000, he has defined the strategy and vision for Big Spaceship's growth and culture while working closely with Big Spaceship clients, including Adobe, Chobani, Crayola, Google, HP, Shake Shack and Wrigley.

Over the past decade, Michael has led Big Spaceship to attain countless awards of high distinction. This includes a Primetime Emmy Award nomination for the agency's work with HBO Voyeur, Cannes Lions, Clios and One Show Interactive Pencils, as well as numerous Webby, FWA, Communication Arts, W3 and Pixel Awards. Michael was also named among the 2010 Creativity 50 and the 2008 OMMA Online All-Stars.

Michael is a member of Procter & Gamble's Design Advisory Board, Google's Creative Council, and he serves as Chairman of the IAB Agency Advisory Board. He is also a founder and was an inaugural board member of SoDA, the Society of Digital Agencies. He is a member of the International Academy of Digital Arts & Sciences and AIGA's Visionary Design Council.

Speaking on creativity, innovation and the evolution of business, Michael participates in and leads seminars across the globe and has engaged audiences at AIGA, SXSW, Click:NY, ad:tech, OMMA and CaT: Creativity and Technology, to name a few. He frequently chairs and sits on juries for creative awards, including the ANDY Awards, Cannes Lions, Hive Awards, One Show Interactive Awards, Effie Awards, ADC Interactive Awards, Communication Arts Awards and more.

Michael has been published in "Breaking In," which compiles advice from over 100 advertising creative leaders, as well as the "Taschen Guidelines for Online Success."

Prior to starting Big Spaceship, Michael spent three years at Thoughtbubble in New York.

Alex Lindsay

Alex Lindsay has been working in computer graphics and video production for over 20 years. Starting in Programming and Computer Aided Drafting, Alex has worked in print, games, interactive, broadcast, and film. He spent 3 years working at Lucasfilm and Industrial Light and Magic on "Star Wars: Episode 1" before starting his own companies, dvGarage and the Pixel Corps. dvGarage builds tools for the Visual Effects community. In addition to training, the Pixel Corps produces web content for a variety of corporations and agencies.



Jeff Meeker

Founder of Simulistic, a business focused on 3D tools that's involved with training, consulting and sales of 3D Computer Graphics tools. Simulistic was started in March of 2002. Their customers are in the industries of games, government, government contracting, post production, and engineering. In addition to helping customers choose the correct 3D tools for their projects, Jeff does frequent custom training for many government agencies to create 3D content for a variety of uses. Prior to starting Simulistic, Jeff was a senior application engineer at Alias Wavefront from 1995-2002, focused early on with the tool set of Power Animator, then Maya, starting when it was first in early Alpha development. Jeff's been involved in the use of 3D software tools since 1984, and has extensive background in the CAD/CAE (computer aided design and computer aided engineering) industries. Jeff is frequently asked to speak about developments in 3D Media and Entertainment software technology. He has BS in Mechanical Engineering, and a MS in Structural Dynamics.

Stefan Mumaw

During the day shift, Stefan Mumaw is a creative director at Callahan Creek. In addition to his creative duties contained therein, he also moonlights as the purveyor of all that rocks. In his 16 years in the biz, he has applied his traditional design skills to work for a variety of clients including Pioneer, Sony, Coca-Cola and Hurley. But wait, there's more—he's also an accomplished digital creative and is comfortable plying his trade in the ones and zeroes. In this capacity he has thought up, written, designed and coded everything from full-on enterprise websites to niche microsites and mobile apps.

But that's not all. He has authored five books, the most recent being *Chasing the Monster Idea*, which examines the shared characteristics between truly monstrous creative ideas. He also wrote *Caffeine for the Creative Team* and *Caffeine for the Creative Mind* along with earlier titles, *Redesigning Websites* and *Simple Websites*. He has spoken at numerous creative industry gatherings and has been known to embarrass himself and those around him if given the opportunity. And, rest assured, he can always find the opportunity.



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Brad Rex

Brad Rex is a fascinating storyteller because he has had a fascinating life. Nuclear submarine officer during the Cold War. Leader of Disney's Epcot® theme park on 9/11 and 12 year Disney veteran. Oil trader during the Gulf War. Executive Vice President, Chief Customer Officer for Hilton's timeshare resorts. Turnaround expert. The original "undercover boss." United States Naval Academy graduate (fifth in his class). Harvard Business School graduate (top 10 percent). Public speaker, author, consultant. Husband for 30 years, and father of three (including twins). Based on his unique life experiences, Brad Rex provides outstanding messages with emotional and intellectual content. Unlike some speakers that provide inspiration but no "meat," Brad shares inspirational stories and practical ideas for immediate implementation.

David Sherwin

David Sherwin is a Principal Designer at frog, a global innovation firm that helps the world's leading companies create and bring to market meaningful products, services, and experiences. David has built his reputation as a seasoned user experience professional, design researcher, and creative leader, with 16 years of experience in generating fresh creative solutions for systemic business problems. He is the author of *Creative Workshop: 80 Challenges to Sharpen Your Design Skills* (HOW Books), which is used by tens of thousands of designers worldwide and has been translated into Chinese. His second book, *Success by Design: The Essential Business Reference for Designers*, is out in late 2012. He is also a senior lecturer in the BFA in Interaction Design program at California College of the Arts. He has spoken and conducted workshops at events such as SxSW, Interactive 11, HOW Design Conference, as well as at several design schools. His writing has appeared in *TheAtlantic.com/Life*, *A List Apart*, *PSFK.com*, *HOW* and many other periodicals. He blogs frequently about the business and process of design on his design mind blog, *Intangible* (<http://designmind.frogdesign.com/blog/author/intangible/>).

Jerry Silverman

Jerry Silverman is a Senior Solutions Consultant at Adobe Systems. With over 15 years of experience producing applications, publications and videos for a diverse body of corporate, broadcast, retail, e-learning and sales training companies, Jerry is currently an evangelist and instructor of Adobe's desktop tools in the Government market, sharing his expertise and passion for technology with knowledge workers and educators across the public sector in North America. He is a frequent presenter at Adobe customer events and industry conferences, offering demonstrations and tutorials to designers, developers, IT managers, and professional trainers and coaches.



Dan Siroker

The inspiration for Optimizely came from Dan's experience as the Director of Analytics for the Obama Presidential Campaign and Deputy New Media Director for the Presidential Transition. Before Optimizely, Dan co-founded an online math game for kids called CarrotSticks. He was formerly a Product Manager for Google Chrome and AdWords. Dan graduated with Honors from Stanford University with a B.S. in Computer Science.

Joshua Teixeira

Josh Teixeira heads up the strategy discipline at Big Spaceship, helping shape engagements for active projects and prospective clients alike. Prior to joining Big Spaceship as Senior Strategist, Josh was Partner and Senior Content Strategist for Bond Art + Science, a user experience design and strategy firm in New York City. Prior to Bond, he helped develop and implement the communications strategy for Bank of America's Global Trading Infrastructure group. Josh was also an Assistant Vice President for the Information Technology and Investment Banking Divisions at Credit Suisse First Boston, where he co-chaired the User Experience Committee and helped establish a communications discipline for the entire back office.

Armin Vit

Born and raised in Mexico City, Armin is a graphic designer and writer now living in Austin, Texas. He is co-founder of UnderConsideration, a graphic design firm and publishing enterprise all rolled into one. While he has written for most of the well-known trade publications, he is better known for his writing on the blogs that make up the UnderConsideration online network, as well as from the books he has co-authored with his wife and partner, Bryony Gomez-Palacio — their most recent efforts being *Graphic Design, Referenced* and the self-published *Flaunt*. Through UnderConsideration's Department of Design he designs corporate identities, books and web sites for a few clients.



Kate Walser

Kate Walser is a Senior User Experience Designer for CX Insights, a registered service mark of Tritus Technologies, Inc. She is a creative and thoughtful user experience designer with more than 14 years experience working with commercial and government organizations. Kate works with teams to understand who their users are, what they need, and design user interfaces and experiences that work well for them. Many of her customers face the challenge of not having direct access to their user audience, either due to resource availability or geographic challenges. She's thought of several ways to learn more about users, even when you cannot talk directly with them.

Luisa Winters

Luisa Winters is an internationally celebrated instructor, presenter, and musician. An accomplished videographer, editor, 3D animator and graphics designer, she has created and edited scores of broadcast video and web projects for corporate, government, and educational, commercial and private clients.

An accomplished violinist, Luisa was, at the age of 13, a full-time member of the National Symphony Orchestra in the Dominican Republic. While attending the legendary Peabody Conservatory (in Baltimore, MD), Luisa learned from master musicians: Henryk Szeryng, Berl Senofski, Aarond Rosand, Charles Libove, and Leon Fleisher, among others.

Expressing her art in digital form, Luisa became an editor and motion graphics artist in 1985, and has been performing both arts full-time since that point in time.