

RUSTBELT

RUSTBELT

RUSTBELT

REBIRTH

REBIRTH

REBIRTH

Table of contents

TEDxCLE

x = independently organized TED event

Ideas Worth Spreading	TED 6
	TEDx 7
	TEDxCLE 7
Interact + Share	Thank You 10
	Community 10
	Directions 10+11
	After Party 12
Inspire + Innovate	Schedule 16+17
	TEDTalks
	Dr. C. Martin Harris 18+19
	Benson Lee 20+21
	Terry Schwartz 22+23
	Patrick Perotti 24+25
	TEDTalk and Best of the Web 26+27
	Chris Yanc 28+29
	Aaron LeMieux 30
	Michael Ruhlman 31+32
	Danielle DeBoe 33
Sean Bilovecky and Brian O'neill 34	
Dana Myers 35	

Sponsors

Thank You 36

Adcom 37

Cleveland Cinemas

The Capitol Theatre 38

Marcus Thomas 39

Oliver Printing 40

Phoenix Coffee 41

shark&minnow 42

Xacto Signs 43

Organizers

Hallie Bram 44+45

Eric Kogelschatz 46+47

ALBERT EINSTEIN

Ideas worth spreading

TED

TEDx

TEDxCLE

Ideas worth spreading

TEDx**CLE**

x = independently organized TED event

TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design – three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. The diverse audience – CEOs, scientists, creatives, philanthropists – is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono. TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TEDTalks and TED.com; and the TED Prize.

TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection. These events are branded TEDx, where x=independently organized TED event. The TED conference provides general guidance for the TEDx program, but individual TEDx events are self organized.

TEDxCLE

TEDxCLE has been organized by Clevelanders Hallie Bram and Eric Kogelschatz in effort to bring Cleveland innovation, development, and positive change to the world. At TEDxCLE, TEDTalks video and live speakers, spanning topics such as health care, urban revitalization, alternative energy, and product development, will combine to spark deep discussion and connection amongst speakers and attendees alike.

КЕВИН

Interact + Share

Thank You

Community

After Party

Interact + Share

TEDxCLE

x = independently organized TED event

Thank you

Thank you. For being a creator. A catalyst. An entrepreneur. An artist. A technologist. A designer. A scientist. A thinker. A doer. But more than anything, thank you for doing this in Cleveland.

Community

TEDxCLE was created to bring all of you together. So that we can share our ideas to inspire others in the community. And also, to share Cleveland innovation, development and positive change with the world. To facilitate this, please blog, tweet and chat about your experience, during and following the event to share TEDxCLE with the world.

Directions

On Twitter, please remember to use our hashtag, #TEDxCLE to connect with others or send us a message @TEDxCLE. You can also hashtag individual speakers (e.g., #danamyers). On Facebook, post messages on our Wall or visit our Discussion Board to post your comments and discuss topics with others. On LinkedIn, share your thoughts and inspiring/interesting articles. On Flickr and YouTube, tag your photos

and videos respectively with TEDxCLE. On FourSquare, check-in at The Capitol Theatre and Stone Mad Pub to let everyone know you are there for TEDxCLE. On Yelp, support our venues and write reviews on The Capitol Theatre and Stone Mad Pub.

Links**Web site**

TEDxCLE.com

E-mail

info@tedxcle.com

Twitter:

twitter.com/

TEDxCLE

@TEDxCLE

#TEDxCLE

Facebook

facebook.com/

TEDxCLE

LinkedIn

TEDxCLE.com/

LinkedIn

Flickr

TEDxCLE.com/

photos

Videos

TEDxCLE.com/

talks

youtube.com/

TEDxTalks

Interact + Share

TEDxCLE

x = independently organized TED event

After party

Following TEDxCLE, walk down the street to Stone Mad Pub (1306 West 65th Street; Cleveland, OH 44102) and share ideas worth spreading with other TEDxCLE attendees, speakers, sponsors, organizers ... the whole TEDxCLE community.

Don't forget to check-in to Stone Mad Pub on FourSquare.com and mention that you are there for TEDxCLE and, of course, leave a review on Yelp.com. Attendees will be responsible to purchase their food and drink.

See you there.



Hallie Bram + Eric Kogelschatz,
Founders of TEDxCLE

**Digital Program
Download**



REBIRTH

Inspire + Innovate

Schedule

TEDTalks

TEDxCLE
Ideas worth spreading
The Capitol Theatre
1390 West 65th Street
Cleveland, OH 44102
Friday, February 26, 2010

Schedule	8:00 a.m.*	Doors
	9:00 a.m.	Opening
	9:10 a.m.	Dr. C. Martin Harris of Cleveland Clinic <i>Health care 2.0</i>
	9:30 a.m.	Benson Lee of Technology Management, Inc. <i>Solving global social problems with fuel cell technology</i>
	9:50 a.m.	Terry Schwarz of Pop Up City! <i>Fixing Broken Cities</i>
	10:10 a.m.	Dworken & Bernstein Co., L.P.A. and Ohio Lawyers Give Back (Patrick J. Perotti, Esq.) <i>Class action lawsuits help Cleveland ... \$21,000,000 so far</i>
	10:30 a.m.	TEDTalk and Best of the Web
	10:50 a.m.	Chris Yanc of cyancdesign <i>Open source technology and multi-touch exploration</i>

- 11:10 a.m. Intermission
- 11:30 a.m. Aaron LeMieux of Tremont Electric
Alternative energy: Kinetic energy generation with nPower
- 11:50 a.m. Michael Ruhlman
The Cooking Animal
- 12:10 p.m. Danielle DeBoe of ROOM SERVICE and MADE IN THE 216
Living a passionate life
- 12:30 p.m. Sean Bilovecky and Brian O'neill of WRATH ARCANÉ
Drawing from the past, thinking fashion-forward
- 12:50 p.m. Dana Myers of Myers Motors
The future of transportation and the electric vehicle
- 1:10 p.m. Closing
- 1:15 p.m. After Party



Inspire + Innovate

TEDTalks

Dr. C. Martin Harris
of Cleveland Clinic
Health care 2.0

#cmartinharris

Biography

C. Martin Harris, M.D., is a staff member in the Department of General Internal Medicine at Cleveland Clinic in Cleveland, Ohio, where he is also the chief information officer and chairman of the Information Technology Division. Board-certified in internal medicine, Dr. Harris' clinical interests include evaluating and managing the critically ill patient during the pre-operative period.

A frequent presenter at national meetings on health care and technology, Dr. Harris is on the advisory board of the Association of American Medical Colleges' Better Health 2010 committee and is a judge for the case studies in medicine for The Computerworld Smithsonian Honors Program. He also is a member of the American Medical Informatics Association and the Healthcare Information and Management Systems Society.

Dr. Harris received his undergraduate and medical degrees from the University of Pennsylvania in Philadelphia. His residency training in general internal medicine was completed at the Hospital of the University of Pennsylvania. He also completed a Robert Wood Johnson Clinical Scholar fellowship in General Internal Medicine at the University of Pennsylvania School of Medicine. Dr. Harris also holds a master's in Business Administration in Healthcare Management from The Wharton School of the University of Pennsylvania.

**Contact
Information**

Web site
clevelandclinic.org

YouTube
[youtube.com/
ClevelandClinic](http://youtube.com/ClevelandClinic)

Twitter
[twitter.com/
CleveClinicNews](https://twitter.com/CleveClinicNews)

Facebook
[facebook.com/
ClevelandClinic](https://facebook.com/ClevelandClinic)



Inspire + Innovate

TEDTalks

Benson Lee of Technology Management, Inc.

Solving global social problems with fuel cell technology

#bensonlee

Biography

Benson Lee is president and CEO of Technology Management, Inc., an Ohio developer of solid oxide fuel cell systems. He is a trustee (emeritus) of Cornell University and on the Executive Council of the Johnson School's Center for Sustainable Global Enterprise.

Locally, he serves on the Visiting Committee of Cleveland State University, Nance College of Business, and is a founding board member of the Ohio Fuel Cell Council. He is an advisor to Cleveland Bridge Builders, MotivAsians for Cleveland, the Baldwin Wallace Sustainability Program and The Corporate Roundtable. He is a former trustee of The Cleveland Foundation, the world's first community foundation, The Center for Community Solutions, Cleveland Scholarship Programs, Inc., and the Cleveland Arts Prize.

He was a founding trustee of the Cleveland Tomorrow Center for Venture Development, now JumpStart, Inc.

He received his bachelor's and master's degrees in Electrical Engineering from Cornell University and completed all coursework for his Ph.D. at the New York University Graduate School of Business.

**Contact
Information**

Web site
anywhereenergy.com

Facebook
[facebook.com/
Anywhere.Energy](https://facebook.com/Anywhere.Energy)

E-mail
tmi@stratos.net



Inspire + Innovate

TEDTalks

**Terry Schwarz of
Pop Up City!
Fixing Broken Cities
#terrerschwarz**

Biography

Terry Schwarz has been the senior planner at Kent State University's Cleveland Urban Design Collaborative since 2000. Her work at the CUDC includes neighborhood and campus planning, commercial and residential design guidelines, stormwater management and green infrastructure strategies. She recently prepared the Re-imagining a More Sustainable Cleveland plan in collaboration with Neighborhood Progress, Inc., and the Cleveland City Planning Commission. Terry launched the CUDC's Shrinking Cities Institute in 2005, in an effort to understand and address the implications of population decline and large-scale urban vacancy in Northeast Ohio. In 2009, Terry received the Cleveland Arts Prize for Design. She teaches in the graduate design curriculum for the KSU College of Architecture and Environmental Design. She has a bachelor's degree in English from the Illinois Institute of Technology and a master's degree in City and Regional Planning from Cornell University.

The Cleveland Urban Design Collaborative is a community service organization with a professional staff of designers committed to improving the quality of urban places through technical design assistance, research and advocacy. Supported by the College of Architecture and Environmental Design at Kent State University, the CUDC offers architectural and urban design expertise in the service of urban communities, design professionals, and the planning and public policy work of the state universities in Akron, Youngstown and Cleveland.

**Contact
Information**

Web site
cudc.kent.edu/shrink

Facebook
[facebook.com/pages/
Cleveland-OH/POP-
UP-CITY/26640197309](https://facebook.com/pages/Cleveland-OH/POP-UP-CITY/26640197309)

Twitter
[twitter.com/
terr Schwarz](https://twitter.com/terr Schwarz)

E-mail
[terry@
popupcleveland.com](mailto:terry@popupcleveland.com)

Blog
cudc.kent.edu/blog/



Inspire + Innovate

TEDTalks

**Dworken & Bernstein Co.,
L.P.A. and Ohio Lawyers Give
Back (Patrick J. Perotti, Esq.)**
**Class action lawsuits help
Cleveland ... \$21,000,000 so far**
#patrickperotti

Biography

Patrick J. Perotti graduated from Cleveland State University with a Bachelor of Arts in 1977. He was awarded his law degree, cum laude, from Cleveland Marshall College of Law in 1982. He specializes in commercial litigation, civil rights and employment discrimination litigation, consumer benefit, and class action practice. He has frequently appeared before the Supreme Court of Ohio, and as counsel in litigation in state and federal courts throughout the country. Mr. Perotti is a certified employment law specialist. Less than 1 percent of attorneys in Ohio hold this certification.

Mr. Perotti is a frequent lecturer at state and national conferences on employment law and is often quoted by the media on those subjects. He has been interviewed on employment law and class action matters by countless newspapers, and local and national radio and television shows, such

as *The New York Times*, The American Lawyers, Fox & Friends New York City, ABC, CBS, NBC, CNN, and others. His many television appearances, both local and national, focus on protection of the individual and protection of persons considered most vulnerable in society. He has played a significant role in establishing Ohio Lawyers Give Back, whereby unclaimed class action funds are distributed to charities throughout the state of Ohio. To date, Dworken & Bernstein has distributed over \$20 million to charity.

**Contact
Information****Web sites**dworkenlaw.comohiolawyersgiveback.org

In the spirit of ideas worth spreading and in honor of TED, we will share one of our favorite TEDTalks, as well as a “best of the Web” video. If you would like to view these videos after TEDxCLE, please visit TEDxCLE.com/video

Inspire + Innovate

TEDTalks

**TEDTalks and
Best of the Web**

**TEDGlobal 2009:
Josh Silver demos
adjustable liquid-
filled eyeglasses**

About this talk: Josh Silver delivers his brilliantly simple solution for correcting vision at the lowest cost possible – adjustable, liquid-filled lenses. At TEDGlobal 2009, he demos his affordable eyeglasses and reveals his global plan to distribute them to a billion people in need by 2020.

About Joshua Silver: Atomic physicist Joshua Silver invented liquid-filled optical lenses to produce low-cost, adjustable glasses, giving sight to millions without access to an optometrist.

**Best of the Web:
The EyeWriter**

About this video: Members of Free Art and Technology (FAT), OpenFrameworks, the Graffiti Research Lab, and The Ebeling Group communities have teamed up with a legendary L.A. graffiti writer, publisher and activist, named Tony Quan, aka TEMPTONE. Tony was diagnosed with ALS in 2003, a disease which has left him almost completely physically paralyzed ... except for his eyes.

This international team is working together to create a low-cost, open source eye-tracking system that will allow ALS patients to draw using just their eyes. The long-term goal is to create a professional/social network of software developers, hardware hackers, urban projection artists and ALS patients from around the world who are using local materials and open source research to creatively connect and make eye art. Learn more at eyewriter.org

About the team: The core development teams consists of members of Free Art and Technology (FAT), OpenFrameworks and the Graffiti Research Lab: Tony Quan, Evan Roth, Chris Sugrue, Zach Lieberman, Theo Watson and James Powderly. With founding support from The Ebeling Group and the Not Impossible Foundation, and addition support from Parsons Communication Design & Technology.



Inspire + Innovate

TEDTalks

Chris Yanc
of **cyan**design
Open source
technology and
multi-touch exploration
#chrisyanc

Biography

Chris Yanc has developed skills in designing for interactive media such as Web sites, banners and e-mails. However, he has focused on Flash and ActionScript development to ensure optimal user experiences that are both dynamic and exciting.

Always trying to remain educated on the ever-changing world of interactive design, Yanc is honored to have worked with great people and continues to become a better designer.

Multi-Touch Technology

Yanc is currently studying newly-emerging, multi-touch technology. He has built and demonstrated a multi-touch screen developed using FTIR and DI technology with the help of the NUI Group Community. Further, he has been experimenting with integrating

additional Flash technologies into the multi-touch environment, including physics via Box2D Flash and Google Maps Flash API. An advocate of open source communities, Yanc believes that technology can grow and flourish more quickly when people work together rather than working against each other.

**Contact
Information**

Web site
cyancdesign.com

Blog
cyancdesign.com/blog

Twitter
[twitter.com/
cyancdesign](http://twitter.com/cyancdesign)

E-mail
[cyanc@
cyancdesign.com](mailto:cyanc@cyancdesign.com)

TED
[ted.com/profiles/
view/id/374164](http://ted.com/profiles/view/id/374164)



Inspire + Innovate

TEDTalks

**Aaron LeMieux
of Tremont Electric
Alternative energy:
Kinetic energy generation
with nPower**

#aaronlemieux

Biography

Aaron LeMieux is the sole technology innovator and entrepreneur who invented, built and tested the first nPower device, and subsequently founded Tremont Electric LLC in May 2007. He has served the northern Ohio manufacturing industry since 2000 as a business crisis manager and business turnaround manager for struggling small-cap (\$2 million to \$40 million) companies. His experience includes engineering, manufacturing, and management in various industrial environments.

Mr. LeMieux holds multiple patents. He earned a Bachelor of Science in Mechanical Engineering from the University of Toledo with a specialization in Biomedical Engineering. Mr. LeMieux is an avid long distance backpacker.

Contact Information

Web site
greennpower.com

Facebook
[facebook.com/group.
php?gid=36814147252](https://facebook.com/group.php?gid=36814147252)

E-mail
[info@
greennpower.com](mailto:info@greennpower.com)



TEDTalks

Michael Ruhlman
The Cooking Animal
#michaelruhlman

Biography

Michael Ruhlman is an award-winning *New York Times* bestselling author, journalist and cook. His work has appeared in *The New York Times*, *The Los Angeles Times*, *Gourmet*, *Saveur*, and *Food Arts*. He has written seven works of nonfiction: *Boys Themselves*, *The Making of a Chef*, *The Soul of a Chef*, *The Reach of a Chef*, *Wooden Boats*, and *Walk On Water*, all works of participatory observation, as well as *House: A Memoir*, about the purchase and renovation of a century-old Cleveland Heights monster that's also an exploration of the importance of house and home in this country of vagabonds. His most recent books are *Ratio: The Simple Codes Behind the Craft of Everyday Cooking*, *Ad Hoc at Home*, as well as *Live To Cook*, a book he wrote with Cleveland chef Michael Symon all published last year. He was a judge

Inspire + Innovate

TEDTalks

on the culinary reality show “Cooking Under Fire” produced by WGBH in Boston and The Food Network’s “The Next Iron Chef.” He continues to write about food and the work of the professional chef for national publications, in books and on his Web site, ruhlman.com.

**Contact
Information**

Web site
ruhlman.com

Twitter
twitter.com/ruhlman



TEDTalks

Danielle DeBoe
of **ROOM SERVICE**
and **MADE IN THE 216**
Living a passionate life
#danielledeboe

Biography

Danielle DeBoe opened ROOM SERVICE, an arts-centric lifestyle shop in the Gordon Square Arts District in November 2007. ROOM SERVICE was born after years of searching for her dream job and learning how to create it herself.

Through the perspective of having lived outside of Cleveland and now being in a position where she is exposed to many Clevelanders outside of her personal networks, Danielle has become eager to promote the indigenous talent and diversity of her neighborhood and hometown of Cleveland, thus creating the MADE IN THE 216 event, a biannual event meant to underscore how local talent stacks up to the perception of big city talent.

Contact Information**Web site**

roomservicecleveland.com

Blog

[blog.
roomservicecleveland.com](http://blog.roomservicecleveland.com)

E-mail

[info@
roomservicecleveland.com](mailto:info@roomservicecleveland.com)

Twitter

twitter.com/ROOMSERVICE216

TED

ted.com/profiles/view/id/405987



Inspire + Innovate

TEDTalks

Sean Bilovecky and Brian O'neil of WRATH ARCANE

**Drawing from the past,
thinking fashion-forward**

#wratharcane

Biography

WRATH ARCANE was started on January 3, 2006 when Cleveland boutique owner Brian O'neil called Cleveland designer and long-time friend Sean Bilovecky. The next day the two began tossing around ideas and making patterns. By the end of April '06 WRATH ARCANE had developed a small production run (Spring '06) and was in Brian's store Brigade (clothingbrigade.com) for WRATH's first official release party. Within two weeks the line had 100 percent sell-through.

Since then, WRATH ARCANE has grown into an international menswear label. Although being based in Cleveland has presented WRATH ARCANE with challenges an average clothing line would not have to face, their location, both geographic and economic, has been crucial for the label to define who it is and what it wants to say.

Contact Information

Web site

wratharcane.com

Blog

wratharcane.com/news

E-mail

traitor@wratharcane.com

Twitter

twitter.com/wratharcane

TED

ted.com/profiles/view/id/392419



TEDTalks

Dana Myers of Myers Motors
**The future of transportation
and the electric vehicle**

#danamyers

Biography

Dana Myers founded Myers Motors in 2004 and purchased assets of Corbin Motor's Sparrow electric vehicle to jump start Myers Motors electric vehicle technology. Using these assets as a framework, Mr. Myers' engineering team upgraded the electrical and mechanical systems. The resulting electric vehicle, the NmG, demonstrated markedly improved performance and reliability. He then led the effort that doubled the vehicle's driving range to meet the needs of 70 million commuters and increased the expected battery pack life 7x. Prior to founding Myers Motors, Dana Myers was the president of S.D. Myers, Inc., for 15 years. Mr. Myers is a graduate of Houghton College and was Ernst and Young's Entrepreneur of the Year for Northeast Ohio in 1992.

Contact Information**Web site**myersmotors.com**E-mail**info@myersmotors.com

Sponsors

Thank you

A special thank you to all of the local businesses that made this event possible.



Adcom Communications is Cleveland's largest digitally based agency. Adcom specializes in strategic communications planning and concept development.

Web site

adcomoptiem.com

Contact

Clyde Miles
Partner/New Business

E-mail

info@adcom1.com

Office

216-574-9100

Sponsors



The Capitol Theatre, located in the heart of Cleveland's vibrant Gordon Square Arts District, reopened on October 2, 2009, after a massive renovation that converted this historic, 1921, single-screen cinema into a state-of-the-art, all-digital, three-screen, modern movie theater. The Capitol Theatre features a mix of mainstream Hollywood films and select specialty and independent films.

Web site

clevelandcinemas.com

Contact

Jeremy Newton-Smith,
Special Events/Group
Sales Coordinator

E-mail

[jeremy@
clevelandcinemas.com](mailto:jeremy@clevelandcinemas.com)

Office

440-349-3306



marcusthomas^{llc}

Cleveland's integrated marketing
communications agency. Think creatively.
Risk intelligently. Work passionately.

Web site

www.marcusthomasllc.com

Contact

Mark Bachmann, Partner

E-mail

mbachmann@marcusthomasllc.com

Office

216-292-4700

Sponsors



OLIVER PRINTING CO.
THE HALLMARK OF SERVICE

Oliver Printing Co., located in Twinsburg, Ohio, 30 miles southeast of Cleveland, is known in the industry for quality, dependability and service. We are passionate about delivering remarkable service and impeccable printing.

Printing for this book donated by Oliver Printing Co.

Web site

www.oliverprinting.com

Contact

Cara Zoltowicz,
Director of Sales

E-mail

info@oliverprinting.com

Office

330-425-7890



Cleveland's artisan coffee roaster. Five cafés around Cleveland. Cleveland Heights + Downtown Cleveland + South Euclid.

Web site

phoenixcoffee.com

Sponsors

shark&
minnow

Co-founded by Hallie Bram and Eric Kogelschatz to bring people together, create conversation, and inspire ideas and positive change.

Web site

sharkandminnow.com

Contact

Hallie Bram and Eric
Kogelschatz, Founders

E-mail

[info@
sharkandminnow.com](mailto:info@sharkandminnow.com)

Twitter

[twitter.com/
sharkandminnow](https://twitter.com/sharkandminnow)



Xacto Signs is one of Northeast Ohio's fastest growing wholesale sign manufacturers. Since 1989, we have been producing signage products utilizing the latest and fastest technology that is available in the industry.

Web site

xactosigns.com

Contact

Roberta Holzer, Sales

E-mail

neonworkshop@sbcglobal.net

Office

440-439-1858



Organizers

Hallie Bram

At-A-Glance

Studio Business Manager at
Adcom Communications
Co-Founder TEDxCLE
Co-Founder shark&minnow
Emerson College Alumna

Biography

Though a native Clevelander, Hallie Bram spent 8+ years living and working in Boston, Mass. While living on the East Coast she realized her passion for Cleveland and made it her mission to return and be a part of its revitalization efforts. She has worked on global, domestic, and local marketing campaigns for clients such as Napster, Cadillac, Stop Handgun Violence, Progressive Insurance, Cleveland Clinic, and KeyBank (while working at various advertising/marketing firms including Modernista!, Arnold Worldwide, and Adcom Communications). When she has some free time, Bram enjoys running through the Metroparks, sharing a good meal and great conversation with

friends, spending time with her family, working on her graphic novel, and taking in some live music or a movie. Bram attended Emerson College, where she earned her Bachelor of Arts in Media Communications (with an emphasis in Film) and a double minor in Advertising/Marketing/Public Relations and Fiction Writing. She now works as the Studio Manager at Uppercut Motion + Sound.

**Contact
Information****Web site**
halliebram.com**TED**
[ted.com/profiles/
view/id/373210](http://ted.com/profiles/view/id/373210)**E-mail**
hallie@tedxcle.com**Twitter**
twitter.com/hbram



Organizers

Eric Kogelschatz

At-A-Glance

Senior Account Executive at Marcus Thomas
Co-Founder TEDxCLE
Co-Founder shark&minnow
Michigan State University Alumnus

Biography

Eric Kogelschatz holds a Bachelor of Arts in Advertising and Master of Arts in Advertising with an emphasis in research from Michigan State University. He began his career at Ogilvy & Mather on the Ford Customer Service Division account for Ford, Lincoln and Mercury across all channels. While at Ogilvy he also worked on the United Way, Pulte Homes, and Motorcraft accounts. Kogelschatz then decided to concentrate his career on digital advertising at Modernista!, managing all digital work on the Cadillac account. Kogelschatz now works at Marcus Thomas as a Senior Account Executive on the Nestlé account managing digital work for the HOT POCKETS brand. Kogelschatz organized and will speak at the 2010 SXSW Interactive Festival

panel “Big Brother in Your Brain: Neuroscience and Marketing” to discuss and debate the convergence of cognitive neuroscience and marketing. Kogelschatz has extensively researched the convergence of neuroscience and marketing, digital music innovation, digital technology and urban revitalization. He is also a passionate musician and avid runner; enthusiast of architecture, culture and technology; and advocate for the arts, local businesses and urban revitalization.

**Contact
Information**

Web site
erickogelschatz.com

TED
[ted.com/profiles/
view/id/228665](http://ted.com/profiles/view/id/228665)

E-mail
eric@tedxcle.com

Twitter
[twitter.com/
erickogelschatz](https://twitter.com/erickogelschatz)

Blog
[erickogelschatz.
wordpress.com](http://erickogelschatz.wordpress.com)

TEDxCLE

Ideas worth spreading

Friday, February 26, 2010