



Nasahn Sheppard is Director, Industrial Design for Smart Design, and heads the Industrial Design practice for the San Francisco studio. He is creative director for programs where solutions require an integrated approach of product design, interactive experiences, brand communications, and strategic research. With expertise in the technology, consumer electronics, and consumer packaged goods sectors, Nasahn's programs have found success in the marketplace for such clients as Cisco Flip, HP, Clorox, P&G, Toshiba, Amana, Microsoft, Bell Canada, Intel, Motorola, GM, and OXO. He holds multiple design and mechanical patents, design awards, and a BS in Product Design (with honors) from Art Center College of Design.



Nellie Hsu Ling, as a Senior Design Strategist at Smart Design, uncovered and applied relevant user insights to design successful strategies, products and experiences for clients such as Hewlett Packard, Panasonic, Clorox, Procter & Gamble and Johnson & Johnson. Nellie developed her brand planning career at Arnold Worldwide in Boston creating campaigns and communications for clients such as Gillette, Procter & Gamble, Ocean Spray and American Legacy Foundation for "truth" (anti-teen smoking). After receiving her MBA from Harvard Business School, Nellie worked in brand management and built businesses for Clorox with a focus on strategy, communications, retail marketing, packaging and product development.



Ken Eklund is a leader in the emerging genre of alternate reality games, especially those that create playful "what if?" collaborative experiences that invite massive public participation. His games surf the confluence as alternate realities, game-like social media, user-created chronicles, crowdsourced movements and digital futurism all surge and crash together. Ken is best known for creating WORLD WITHOUT OIL <<http://worldwithoutoil.org/>> (2007), a groundbreaking alternate reality game for ITVS, a public media nonprofit. A game for the public good, WORLD WITHOUT OIL used innovative grassroots journalism to grow a massively multi-authored account of our next oil crisis. The game won worldwide acclaim and was honored as digital storytelling art, as innovative green technology, and won an award for activism and was a finalist for Best Game at the 2008 Webby Awards. WORLD WITHOUT OIL is hailed as a model for how gameplay can



Dr Ramona Lyons is currently a Senior Research Executive of Flamingo San Francisco, where she has collaborated with semiotic projects for Dockers, McDonalds, and 7Up. Ramona has a Ph.D. in Communications from the University of Pennsylvania, with a focus on cultural studies and visual communication. In a prior lives, she taught film and cultural studies, and worked for almost ten years as an advertising and brand strategist for a global healthcare and financial services firm. She likes to consider herself a both a cultural savant and polytextual junkie, specializing in evolving unique and compelling consumer insights via a blend of semiotic analysis, in-depth interviewing, focus group moderation, and creative ideation.



John Wise is a Project Director of Flamingo San Francisco, where he has co-written Semiotics pieces ranging in scope from the mythical deconstruction of the 7-Up can, to the usage of 'codes of masculinity' in light beer advertising, to the meaning of 'change' in Russia, Asia, and the Middle East. John graduated with a BA in American Studies from Cornell (with concentrations in English and Anthropology), where he was a member of the Sphinx Head Honor Society. Prior to joining Flamingo in 2005 he gained considerable hands-on experience in the usage of signs and symbols as the proprietor of a small graphic / web design studio in San Francisco.



Amanda Miller is Project Director of Flamingo San Francisco. who specializes in conducting ethnographic research. Amanda received her training in Applied Cultural Anthropology at the University of Michigan and the University College London, where she studied Semiotics and Material Culture Studies. Over the years has carried out a wide spread of strategic and immersive ethnographic research deconstructing the codes and language of the material world, including work for such varied clients such as Dove, Unilever, Starbucks, Clorox, EA, Tabasco, and Cadbury.

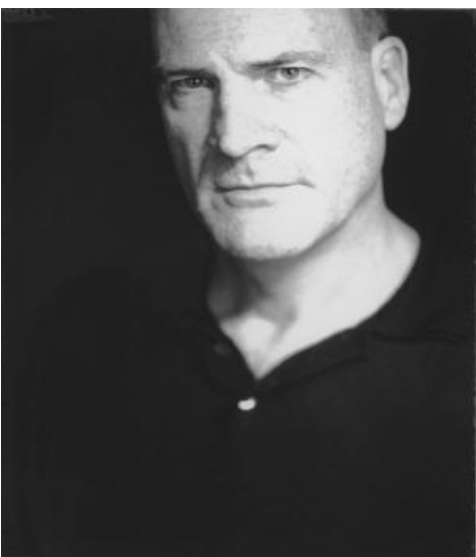


David L. Brown is an Emmy Award-winning San Francisco documentary filmmaker who has produced, written and directed over 80 productions and 11 broadcast documentaries on social, nuclear, environmental, health, engineering, technology, peace and justice issues. His documentaries have received over 80 international awards, include three Emmy Awards, and have been broadcast on PBS and in sixteen countries.

Recent work includes *The Bridge So Far: A Suspense Story*, a comedic 56-minute documentary on the troubled 16-year history of the new east span of the S.F.-Oakland Bay Bridge that received two Emmy Awards (Best Documentary and Best Graphics and Animation in a Program).



Joe Lambert founded the Center for Digital Storytelling (formerly the San Francisco Digital Media Center) in 1994, with wife Nina Mullen and colleague Dana Atchley. Together they developed a unique computer training and arts program that today is known as the Standard Digital Storytelling Workshop. This process grew out of Joe's long running collaboration with Dana on the solo theatrical multimedia work, *Next Exit*. Since then, Joe has traveled the world to spread the practice of digital storytelling and has authored and produced curricula in many contexts, including the *Digital Storytelling Cookbook*, the principle manual for the workshop process, and *Digital Storytelling: Capturing Lives, Creating Community*.



Grant McCracken holds a PhD from the University of Chicago in cultural anthropology. He is the author of *Culture and Consumption*, *Culture and Consumption II*, *Plenitude*, *The Long Interview*, *Flock and Flow*, and *Transformations*. He has been the director of the Institute of Contemporary Culture at the Royal Ontario Museum, a senior lecturer at the Harvard Business School, a visiting scholar at the University of Cambridge and he is now a research affiliate at C3 at MIT. He has consulted widely in the corporate world, including the Coca-Cola Company, Diageo, IBM, IKEA, Chrysler, Kraft, and Kimberly Clark. He has served on marketing advisory boards for IBM and the Boston Beer Company. This fall Basic Books will publish his latest book: *Chief Culture Officer*.



Bud Caddell is a strategist at Undercurrent and considers himself incredibly fortunate to be a member of a generation that was born and raised with a pervasive relationship with computers and inevitably the internet. But it's also left him perpetually unsatisfied. Experiences he finds at the fringe of the internet fundamentally alter his expectations and when it's time to pull his head back into your average daily experience, he gets a bad taste in my mouth. Being a strategist just means being conscious of his finicky ways, and using his powers for good, not evil.



Nick Baum likes to make awesome products, which he gets to do every day as a Product Manager on Google Chrome. Prior to that, he worked on Android and Google Reader. He started at Google in 2005 as a software engineer, after graduating from Dartmouth College. He posts about good design and photography at <http://nickbaum.com>.



Mark Earls is a recovering planner who now writes, talks and works independently & collaboratively under the banner of HERD Consulting. As you might suspect from his HERDmeister handle, he spends most of his time helping organisations and their collaborators come to terms with our social (or HERD) nature and with the connected nature of world in which we now live.

His writing is widely read and discussed: his blog is on the Adage Power 150 and the global planning top 20 also. His latest book - "HERD" (Wiley 2007) has won much applause, being described as "like Malcolm Gladwell on Speed" (the Guardian), "an essential guide to the new media landscape" (The Spectator), "one of the 5 sexiest ideas in politics today" (The Times). The revised, updated paperback edition is out now



Emily Reed has been a strategist for 18 years and has worked on over 100 brands including Nike, Coke, Microsoft, Target and Jubitz Truck Stop. She also spent a year doing stand up comedy in Sydney where she learned the meaning of the Australian term, "get the hell off my stage."

Other speakers include:

- * Adrian Ho, Zeus Jones www.zeusjones.com
- * Aki Spicer, Fallon www.fallon.com
- * Clay Parker Jones, Undercurrent www.undercurrent.com
- * Frank Streifler, Media Arts Lab www.tbwa.com
- * Jason Oke jasonoke.wordpress.com
- * Max Schorr, GOOD magazine www.good.is
- * Organzing for America www.barackobama.com
- * Dr. Phil Friedman, Golden Gate University
- * Gary Tan, CEO, Posterous.com