Lori H. Schwartz
Principal, StoryTech®
'The Tech Cat'

Lori H. Schwartz is a true technology catalyst ('Tech Cat'). As a leading advisor and speaker in marketing and tech innovation, Lori collaborates with top creative and strategic executives of multiple brands, tech and content companies to ensure their understanding of emerging business models while designing unique experiences to create engagement.

Los Angeles Based, Lori's objective is to work with forward-thinking companies open to new ideas. She is a CNN Technology Contributor and a frequent speaker at major industry events & private companies to facilitate conversations around new business models & technology innovation. She sits on the Board of Governors for the Television Academy's Interactive Media Peer Group. You can find her broadcasting weekly on Voice America's business channel on her 'Tech Cat Show' where she talks tech with industry leaders.

Lori has been part of the innovative team behind The Infinity Festival, Los Angeles newest festival focused on 'StoryTelling Enabled By Technology' and is always looking for opportunities for her StoryTech initiative, which facilitates communication between storytellers and technology companies. The trends briefings, curation & tours products have become well known globally through their work @CES, @NAB, @NATPE and @AdTech. She curates large trade show plenaries and hosts events to help drive conversations around the latest marketing and advertising technology as well as the latest content business models.

Previously, Lori was Chief Technology Catalyst for McCann Worldgroup, NA, where she was responsible for driving technology innovation at one of the world's largest marketing communications companies. She was the principal to launch the highly regarded IPGLAB.

She has been profiled as one of the "30 Executives Shaping the Evolution of Media & Technology" by Variety and "100 People to Have Lunch with" by MediaPost Publications. Lori launched Digital Hollywood's 'Women's Entertainment & Technology Mentor Program'. She's a recipient of the Lucy Hood Digerati Award for her contributions to the Television Academy.