

LORI H. SCHWARTZ

THE TECHNOLOGY CATALYST



INFLUENCER

LEADING TECH & MEDIA ADVISOR

CNN TECH CONTRIBUTOR

RADIO HOST
VOICEAMERICA MEDIA NETWORK
"THE TECH CAT SHOW"
WWW.TECHCAT.TV

WELL KNOWN INDUSTRY
CURATOR:
CES, NAB, IBC, INFOCOMM, IMEDIA

ADJUNCT PROFESSOR
LOYOLA MARYMOUNT UNIVERSITY
M-SCHOOL INSTITUTE OF
MARKETING

HONORS

Governor, Television Academy
Interactive Media Peer Group
(Board Role - Elected Official).

The Lucy Hood Digerati Award' from
the Television Academy for
Outstanding Service to the Board.

Named one of the '30 Executives
Shaping the Evolution of Media and
Technology' by Variety Magazine.

Named one of the '100 People To Have
Lunch With' by Mediapost Magazine

ITVT Awards for Leadership in
Interactive and Multiplatform
Television.

CONTACT

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PROFILE

SENIOR INNOVATIONS EXECUTIVE

- New Media/Advertising/Content Veteran
- Globally sought after industry speaker.
- Thought leader operating at the intersection of media, entertainment and technology
- P&L and budget owner with "vision-through-implementation" experience.
- Rare Strategist who speaks 'tech', 'media' and 'creative'

KEY ACCOMPLISHMENTS

ENTREPRENEUR, CREATIVE TECH EVANGELIST, MAKER OF THINGS

- Founded an internationally recognized innovations center, the Interpublic Media Lab, The IPGLAB. First tech lab for advertisers dedicated to exploring new technology platforms and changing consumer behaviors.
- Created and operationalized curated, executive show floor tours at large tech trade shows, 'StoryTech Tours'.
- Created new course curriculum at Loyola Marymount, 'Cross Platform Content Creation', integrating storytelling, advertising and tech disciplines.
- Created and founded current Improvisational comedy troupe at Tufts University, Cheap Sox.
- Founded and curated the current The Women's Summit @Digital Hollywood.
- Sought after host, moderator and speaker at key conferences: Comic-Con, Consumer Electronics Show, AdTech, iMedia, VR-on-the-Lot.

EXPERIENCE

FOUNDER & PRINCIPAL, STORYTECH, WWW.STORY-TECH.COM

STORYTECH is a strategic consulting firm that pairs brands, storytellers and tech companies to trends and trendsetters that will foster business success.
Los Angeles | May 2012 - Present

- Event Curation and Talent
- VIP Executive Tours and Briefings
- Innovation Programs
- Unique Sponsorship Engagements

Clients Include: CTA, NAB, SHOWTIME, HP, ATT,SAMSUNG, ADTECH, IMEDIA, FOX, TWITTER, ENDEMOL, VERIZON, IBC, MONDELEZ, DIGITAS, MEDIA IQ, L'OREAL,

CHIEF TECHNOLOGY CATALYST, MCCANN WORLDGROUP

Drove technology innovation at one of the world's largest marketing communication companies

Los angeles | August 2010 - June 2012

- Ignited IP creation for client business solutions
- Facilitated innovation framework with top creative and strategic executives across all Worldgroup companies
- Resource to internal teams, clients and partners in reference to the onslaught of globalized innovation.

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WHAT PEOPLE SAY:

"Lori is a change agent. She facilitates discussion and takes action to advance the needs of clients and business partners."





"Her likable, engaging and inquisitive personality make business partners and staff eager to work with Lori who has demonstrated strong leadership skills."

"Her strategic, conceptual and visionary resources round her out to be a top performer."

"Lori combines an incredibly deep, well-read knowledge of the digital space and how it influences the traditional media business with a natural leadership ability."

"Lori thrives on what's possible but hasn't yet been done. She's a true innovator in the field of emerging media and knows how to take emerging technologies and make them advertiser relevant."

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EXPERIENCE

SVP, MANAGING DIRECTOR, INTERPUBLIC MEDIA LAB, IPGLAB

Los Angeles | May 2005 - August 2010

- Facilitated all client activity and agency initiatives in the field of "emerging" media platforms, including DVR and VOD media opportunities, broadband opportunities and early mobile phone advertising.
- Represented the agency on all external press in reference to new and emerging media issues, participation at major trade and investment conferences.
- Managed building of physical lab environment, facilitating all vendor and technology relationships, providing strategic guidance on content and solutions.

VP, EMERGING MEDIA : MCCANN WORLDGROUP AGENCIES ZENTROPY PARTNERS, UNIVERSAL MCCANN, MRM

Los Angeles | Apr 2000 - Jan 2005

- Consultant in New/Emerging Media for US Client Base for Traditional Agency Clients and Interactive (Sony Pictures, Nestle/Purina, Lowes, L'Oreal, Johnson and Johnson, Microsoft)
- Managed Wireless, Broadband and Emerging Technology Solutions
- Responsibilities included communicating agency positioning to Industry in all aspects of Emerging Media

EDUCATION

TUFTS UNIVERSITY

Bachelor of Arts - Drama/English - Cum Laude

IMPROVISATIONAL TRAINING

Improv Boston, Improv Olympics, Los Angeles Theater Sports, Chris Barnes Comedy Dojo, Bang Studio

REFERENCE LINKS

- [The Launch of the Interpublic Media Lab](#)
- [Cnn Tech Contributor Videos](#)
- [StoryTech](#)
- [Speaker Reel](#)
- [Techcat.TV](#)