

LORI H. SCHWARTZ

THE TECHNOLOGY CATALYST



PROFILE

SENIOR INNOVATIONS EXECUTIVE

- New Media/Advertising/Content Veteran
- Founded and built an internationally recognized innovations center, The Interpublic Emerging Media Lab
- P&L and budget owner with "vision-through-implementation" experience
- Nationally recognized industry executive in digital media/emerging media
- Thought leader operating at the intersection of media, entertainment and technology
- Globally sought after industry speaker.

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

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

Los Angeles | August 2010 - June 2012

- Ignite IP creation for client business solutions
- Facilitate 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.

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)
- Managing Wireless, Broadband and Emerging Technology Solutions
- Responsible for communicating agency positioning to Industry in all aspects of Emerging Media

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,

EDUCATION

Tufts University, BA
Drama/English Cum Laude

CONTACT

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