

Innovation Cluster 4 – Creative Economy

3:30pm – 5:30pm on Tuesday, March 15, 2016

Altitude's studio, 21 Whipple Street Somerville, MA 02144

Altitude, Inc. located in Somerville, Massachusetts will host a Boston-area Creative Economy Innovator's Panel and Q&A on Tuesday, March 15, 2016 from 3:30-5:30 PM. The Boston-area Creative Economy Innovator's Panel and Q&A will feature a panel from the greater Boston-area ecosystem of creative industry and economy, as well as innovation thought leaders.

Panelists will discuss how their organizations address innovation in the design and creative economy, as well as highlight the challenges they've faced as a creative innovator, success stories and unique opportunities for the future. Following the panel, a moderated question and answer session will allow conference attendees to pick our panelists brains.

The event takes place March 15, 2016 from 3:30-5:30 PM at Altitude's studio, 21 Whipple Street Somerville, MA 02144. Please join us for thought-provoking presentations and a lively discussion.

Altitude, Inc. Somerville, Massachusetts

Panel Host and Description

- A, leading Boston area innovation and design firm.
- Since 1992, Altitude has worked with companies worldwide, including Anheuser-Busch InBev, Bose, Briggs & Stratton, Colgate-Palmolive, DeWalt, Margaritaville, Nike, Thermo Scientific, and Under Armour.
- With its focus on strategy, design, and technology, Altitude uncovers powerful opportunities and transforms them into solutions that move businesses forward.
- Located in the heart of Somerville, Altitude is a leading human-centered innovation firm, who's work cuts across industries ranging from medical product to service design.

The panel, facilitated by Altitude CEO Daniel Ostrower, will include and offer insight into the larger creative economy in the Boston area, from gaming to design to marketing to architecture.

Panelists include:

- o Ian Fitzpatrick, CSO, Almighty
- o Craig Millón, EVP Consumer Marketing, Jack Morton Worldwide
- o Tom Burchard, VP Experience Design, Altitude
- o Prof. Yuri Cataldo, Director, *Business of Creative Enterprises* program, Emerson College
- o Janne Corneil, Principal, Corneil Collaborative

The logo for Altitude, featuring the word "ALTITUDE" in a bold, blue, sans-serif font. The letter "A" is stylized with a horizontal bar extending to the left. A small "TM" trademark symbol is located to the right of the word.

ALTITUDE™