

Lori works with top creative and strategic executives of multiple brands, agencies and content companies to ensure understanding of new and evolving technology as well as emerging business models. Sitting at the center of Hollywood, Madison Avenue and Silicon Valley, Lori translates opportunities across all borders. With a focus on the habits of the consumer and the evolving marketer's goals, Lori provides the latest solution recommendations for this ever changing media landscape.

Previously, Lori was Chief Technology Catalyst for **McCann Worldgroup**, North America where she was responsible for driving technology innovation at one of the world's largest marketing communications companies, with a focus on igniting IP creation for marketers and their brands. Lori was also one of the key principals to launch the highly regarded Interpublic Media Lab (<http://www.ipglab.com/>). As Senior Vice President and director of the IPG Lab since 2006, Lori oversaw the group's strategy, helping to keep clients and agencies ahead of the digital curve, driving innovation in the dramatically changing media landscape. She piloted brand interaction opportunities on behalf of Interpublic, as well as facilitated emerging media upfronts and exclusive deals for Interpublic agencies and clients, including **Microsoft, Intel, General Motors, Nestlé** and **Sony**.

Lori is a frequent speaker at major industry events and has been profiled as one of the “*30 Executives Shaping the Evolution of Media and Technology*” by Variety and “*100 People to Have Lunch with*” by MediaPost Publications. Los Angeles-based, she sits on the board of **The Academy of Television Arts and Sciences** as an expert on the evolving nature of storytelling, and new content platforms and business models for the future of television. Prior to the formation of the IPGLAB, she had various roles at the Interpublic Group of Companies as an innovations officer, pushing various business units to new grounds.