

2017 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



Curtis Chan, President, Chan & Associates And Cognitive Impact

BIOGRAPHY

Curtis Chan is President and CEO/Founder and Managing Partner of two high technology Brand Marketing and Public Relations companies, Chan & Associates and Cognitive Impact, whose clients range from the Global Fortune 500 to venture capital funded startups.

His agencies' services, for over two decades, have helped garner early stage and growth companies significant brand exposure, resulting in either acquisition or IPO, with a total valuation of over \$1.75 Billion.

Mr. Chan is a serial entrepreneur, philanthropist and angel investor. He played key executive roles early on in helping to usher in both digital audio and digital video technologies for the recording, broadcast and post production industries. His expansive background spans over three decades in ever increasing executive roles in operations, business development, engineering and sales/marketing in the information technology, media & entertainment, storage and networking, and other related high technology industries. He is an active mentor and senior advisor to many established and start-up companies, a market/technology analyst, and has over two decades of experience in brand development, management consulting / company turnarounds, creative advertising and public relations.

A graduate of California Polytechnic State University, San Luis Obispo (SLO), Mr. Chan is an Entrepreneur in Residence and Advisor for the Small Business Institute at California State University Fullerton; Advisor to the College of Engineering's Global Waste Research Institute and mentor for the Center of Innovation and Entrepreneurship, Cal Poly, San Luis Obispo; Board of Director for the Fullerton College Foundation; past Board President for the Healing Hearts Association; and is a regularly featured speaker at many MBA and Doctorate level lectures around the country. He has presented and published over 30 papers worldwide, is a book co-author, an editorial board member of SMPTE, Senior Editor at Broadcastbeat Magazine, past Senior Editor for Computer Technology Review, and is a regularly featured Contributing Editor for many US and international trade publications for over 30 years.

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