



Social Brands Brand Advisors :: Warm Leads List



Joseph Hei | Chief Product Officer and Co-Founder | Orbit Baby

Joseph Hei is the Chief Product Officer and co-founder of Orbit Baby. Orbit Baby applies advanced engineering, innovative design and high-tech materials to create strollers and car seats that are elegantly simple, intuitive to use and unsurpassed in real-world safety. Orbit Baby and its products have been featured in *Wired*, *Business 2.0*, and *Fast Company*, and is the leading choice for discerning celebrities around the world.

In founding Orbit Baby, Joseph and his Stanford classmate Bryan White spent years designing a travel system from the ground up: as the only infant-to-toddler car seat and stroller system, Orbit Baby products make it easy for new parents to keep up with their modern, mobile lives. They built the initial prototypes for the travel system in Bryan's garage and took them out on weekends to test with real families in the Bay Area. This user-centered design approach led to Orbit Baby's core system concept, and now the company's car seats and strollers are sold around the globe. The Orbit Baby team holds patents for 10 key technologies in family travel, and has many more patents pending.

Before Orbit Baby, Joseph spent many years at IDEO developing innovative concepts and products for clients. Joseph worked on projects ranging from the award-winning Handspring Treo PDA phone, to beverage and business concepts for Pepsi and Gatorade. While at IDEO, Joseph generated key intellectual property for companies such as Procter & Gamble, Steelcase, Cole Haan, Gatorade, and Avery. With a knack for bridging different disciplines such as design and ethnography, he was called on to lead projects early on with problem definition, blue-sky design exploration, and strategic direction. Joseph led IDEO U innovation workshops in which he guided executives from companies such as Nestle on how to apply design thinking to their business challenges. In order to continue his passion for teaching, and to contribute to a supportive community, he has also taught in the Product Design program at Stanford University.

Joseph brings an international background to his creative and professional pursuits. He was born in Taiwan and immigrated to

the US as a young child, and has spent time living in Asia, the US and Europe. Joseph and his wife have also traveled all over the world with their two young daughters. Joseph holds BSE Product Design and MS Mechanical Engineering degrees from Stanford University.

A link to Joseph's TEDxAmerican Riviera Talk can be found at: <http://www.youtube.com/watch?v=hRZ7MtlMhUE>



Winston Wang | Global Director, Strategic Innovations for Marketing Technology | Anheuser-Busch InBev – Beer Garage

Winston Wang is Global Director, Strategic Innovations for marketing technology at AB InBev with responsibility for exploring and experimenting with cutting-edge digital technologies from start-ups and innovators that are transforming consumer marketing.

Winston joined AB InBev in 2011, bringing with him an extensive background in innovation leadership and mobile products and technologies; both at start-ups, and within global companies.

From 2007-2010, he was the director of T-Mobile USA's advanced R&D group that created next-generation product and service concepts. He was previously with Adobe Systems where he co-led the Mobile Authoring product management team, developing products such as Adobe Device Central CS3. He previously held a variety of roles focused on mobile user experience design at Symbol Technologies, PalmSource, Good Technology, and startup Covigo for both consumer and enterprise mobile products.

Winston holds a Bachelor of Science degree in Mechanical Engineering from U.C. Berkeley, and a Master's of Science degree in Product Design from Stanford University. He lives in San Francisco, California with his wife.



Jason Mayden | Director of Innovation, Digital Sport | Nike

Jason Mayden is a Designer, Artist, Sports junkie, book worm, Social Innovator and currently Director of Innovation for Nike Inc.'s newly formed category, Digital Sport. Formerly, Mayden was the Senior Footwear/Innovation designer for Jordan Brand, a division of NIKE, Inc., and the creative and technical mastermind behind many of Jordan Brand's most successful sneakers.

Jason Mayden oversees the design of conceptual digital products and services for Digital Sport. A native of the south side of Chicago, Mayden is involved in community outreach through design workshops, mentoring young minority males through Big Brothers Big Sisters, and participating on the Jordan Fundamentals grant selection panel. He mentors students involved with the Fellowship of Christian Athletes, and was formerly Jordan Brand's lead designer for the Doernbecher Freestyle, a community project with Nike and Doernbecher Children's Hospital. In 2010, Mayden entered Stanford University's Graduate School of Business as a Sloan Fellow and received a master's degree in science with a concentration in general management, and a certificate in social innovation.

For more info on Jason, check out his website:
www.megamayden.com



Grace Ko | Product Marketing Manager | Facebook Photos

Grace is passionate about products that touch people's lives every day, and the communities that form around them. She is a Product Marketing Manager at Facebook, where she's establishing how Facebook launches new products to its 900 million consumers. Before that, Grace led marketing for the largest fashion community in the world, Polyvore.com, and marketed Glad trash bags at Clorox. Grace earned her BA and MBA from Stanford and can be spotted trying out new restaurants in her free time.



Gina Jorash | Director of Education and Dissemination | SEED

Gina Klein Jorasch is Director of Education and Dissemination at the Stanford Institute for Innovation in Developing Countries (SEED) at the Stanford Graduate School of Business (GSB). Previously, Gina was Director of Public Management and Social Innovation programs at the GSB. Prior to the GSB, Gina was a founder or early-stage executive at five for-profit tech start-ups, all of which had successful IPOs or acquisitions, and a founding board member for 2 nonprofit startups.

As co-founder and VP Marketing at Nexo.com, Gina was responsible for all marketing and business development leading to a successful launch and acquisition by Shutterfly. As the director of product and strategic marketing for VeriSign, Gina helped grow revenues from startup to \$1 billion, resulting in a very successful IPO. Her experience also includes positions with Hewlett Packard, Silicon Graphics, and Booz Allen and

Hamilton.

Gina has served on many non-profit boards, including TheatreWorks, Palo Alto Partners in Education, Silicon Valley Social Ventures, and Big Brothers/Big Sisters.

At Stanford, Gina was an Arjay Miller Scholar, MBA class of '89 and received an MA '89 from the School of Education. She also graduated Magna Cum Laude from Yale University with a B.S. in applied mathematics.



Ian Brady | Co-Founder and VP of Marketing | SoFi

Ian Brady is Co-Founder and VP of Marketing for SoFi, a community based lending program that offers alumni-funded student loans at below government rates. Before co-founding SoFi, Ian was Director of Innovation and Emerging Technology at Fidelity Investments where he led retail innovation programs across Fidelity's web, mobile, and investor center channels. Prior to Fidelity, Ian was a founding team member and held senior product management and design roles for FiberTower Corporation and Clarus Corporation.

Ian holds a B.A. in Advertising Design from Syracuse University. He also holds an M.S., Management degree from Stanford Graduate School of Business where he was a Sloan Fellow. In addition, Ian is currently an advisory board member for Project Slice, an online purchase aggregation company.



Carolyn Feinstein | Senior Vice President, Global Consumer Marketing | Electronic Arts

As Senior Vice President of Global Consumer Marketing, Carolyn Feinstein is responsible for the management of all consumer marketing activities and oversees the Music and Licensing business divisions for EA in North America. Leading a dynamic team of creative marketers and the largest advertising budget of any independent videogame publisher in the world, she is responsible for all of EA's Advertising, Communications Planning, Entertainment Development and Programming, CRM, Sports and Lifestyle Marketing, Event Management, as well as Design and Creative Services in North America.

Prior to her current position, Feinstein was the Director of Sports Marketing for key EA SPORTS franchises including: Madden Football, NCAA Football, and NASCAR. In this role her responsibilities included driving the brand marketing strategy for key EA SPORTS titles and managing the launches of these franchises. Feinstein joined EA as the Director of Consumer Promotions and was tasked with creating partnership-marketing

opportunities to drive trial, awareness, and incremental media value for EA's packaged goods business. Prior to joining EA she spent six years in Brand Management and Sports/Entertainment marketing at E. & J. Gallo Winery.

Carolyn received a B.S. degree from Union College and a M.B.A. from Kenan Flagler at UNC-Chapel Hill. She lives in San Francisco with her husband, son, and twin daughters.



Eric P. Ansley | CEO/Co-Founder | Michael Turri | VP Design + UX | Hilo

Finance + Technology

Prior to co-founding Hilo, Eric was Managing Director of Huron Consulting. Eric was also the co-founding President of Axis Technologies, a digital evidence management company acquired by Huron in 2006.

Prior to co-founding Aaxis, Eric was Vice President of the Capital Management Group at JP Morgan.



Design + Brand Strategy

Michael holds an MS in Design from Stanford (d.school), advised by IDEO co-founder David Kelley. He also earned a BSc in Ecology and Evolutionary Biology from Cornell, with a Minor in Finance.

Prior to Hilo, Michael worked extensively in product development, having started his career in Health Care Investment Banking at Deutsche Bank Alex. Brown.



Dorian Howard | Co-Founder | Milk and Honey

Sisters Ilissa and Dorian Howard always dreamed of two things – an apartment in New York City to share and a closet full of glamorous, gorgeous shoes... not to share. After graduating from Colgate University, Ilissa moved to the city and, while Dori was still at NYU, the two moved to the West Village to begin their journey. With strong creative instincts and a great business sense, Dori launched her career in the entertainment industry working for companies such as Miramax, New Line and Paramount. Simultaneously, Ilissa, always a dreamer, was captivated by the toy industry and fulfilled her passions in marketing and product development at companies such as Mattel and Disney. Film eventually sent Dori to Los Angeles while the world of toys sent Ilissa on trips around the world.

Always the fashion forward and adventurous sister, Ilissa continued her extensive traveling and, along the way, discovered

little shops with skilled artisans who could create custom made pieces to her exact specifications. Most importantly, she was able to find cobblers to make shoes exactly the way she had envisioned. This discovery brought them back to their dreams of early on.

To Ilissa and Dori, having the exact pair of shoes they wanted was like reaching paradise... the land of milk & honey. The two felt that all women should have access to such a luxury, so in the summer of 2010, Ilissa and Dori launched milk & honey – a haven for the shoe obsessed and the style infatuated; a place where women everywhere can take control of their fashion destiny and unleash their creativity.

In addition to their showroom in Los Angeles, milk & honey now offers a complete online ‘shoebuilder’ with over one million possible shoe combinations in an array of rich materials and vibrant colors, as well as a bridal line and a full selection of animal-friendly shoes. Milk & honey shoes are available by appointment in their Los Angeles showroom or online at www.milkandhoneyshoes.com.



Carlton Calvin | Founder and President | Razor USA LLC

Razor USA LLC Founder and President, Carlton Calvin, took an appropriately “edgy” career route before heading the company that sells and markets the distinctive Razor brand worldwide.

A self-described science geek as a kid, Carlton grew up in St. Paul, Minnesota with the usual assortment of bikes, skates and scooters. He majored in philosophy at Cornell University, but spent his time outside the classroom as a student-entrepreneur. After a variety of odd jobs including a stint as a campus pizza delivery person, Carlton started the now (not so) famous “Yo Mama” laundry service for students at Cornell.

Carlton was crazy about film making and photography, but his father wanted him to get a “real job.” He went on to law school, and graduated sixth in his class, made Law Review and got a prestigious clerkship.

After graduation, Carlton took a position at a top law firm, but left after a year of practicing law to focus his attention on caring for an ailing friend. “Naturally that’s a life-changing experience,” said Carlton “I decided to go with a career that was a little closer to my heart. It’s easy when you marry a lawyer who funds your artistic endeavors.”

Getting back in touch with his inner-entrepreneur, Carlton foresaw the boom in children's publishing and founded a company called Small Minds Press, which retold classic children's fairy tales and paired them with great works of art. It was around this time that Carlton heard about a kid's collectible called Pogs. He decided to link two trends he felt were destined to be hot - Pogs and bugs.

According to Carlton, "I was into Pogs early and had my 15 minutes of fame as the king of the Stinger Slammer." A slammer is a key element in playing Pogs.

Carlton was right and Pogs ended up being one of the hot toy trends of the 90s. "I bought a million scorpions which we embedded into plastic slammers. We made them in my garage. I sold half a million before the Pog trend crashed. You do the math," says Carlton.

Carlton noticed that yo-yo's were coming back and creepy bugs were still very cool – hence the birth of Scorpion Yo-Yo's, which sold extremely well. Carlton became not only a significant player in the yo-yo category, but he also became pretty adept at getting scorpions through customs.

In 1998, Carlton started a line of finger boards - miniature skateboards which became a hot collectible for boys. The core line of finger board skateboards was successfully extended with mini-bikes, surf and snowboards, and accessories.

In early 2000, Carlton read a brief item in the Los Angeles Times about the popularity of push scooters in Japan. Carlton thought scooters could be a great action sports product. He got one from Japan, tried it and loved it – first as a consumer. "I rode the Razor scooter all around my warehouse and fell in love with it as a user. I was thinking about scooters as a business opportunity," said Carlton. "It was fast, fun, totally cool-looking."

"At first I simply wanted to secure the license to make a miniature scooter for my finger board line," said Carlton. "But the more I scooted around, the more sure I became that the Razor scooter could be incredibly hot in the U.S. I went to Taiwan to meet with the owner of JD Corporation, who manufactures the Razor scooter, and we agreed to form a U.S. company to market the brand in the U.S. - Razor USA LLC, which was formed in June 2000."

Even with the success of the Razor brand, Carlton still finds time to scoot. “It’s key to stay in touch with our products. I’m heavily involved in the design process for our new products and I spend time at bike shops, skate parks and action sports shows to stay on top of what’s next. Razor built its reputation with an innovative and beautifully designed item that’s fun to use. It’s important that any new products we introduce reflect that sensibility.”

Carlton lives in Southern California with his family.



Grace Hawthorne | Founder | Paper Punk

Grace is an entrepreneur, artist, author and educator. She is the creator and founder of Paper Punk, a new creativity toy+tool for people of all ages. Previously, she cofounded ReadyMade, the culturally groundbreaking design magazine for GenXY. As its CEO/Publisher she showed people how to transform ordinary objects into extraordinary design and turned the hip indie startup into a nationally recognized lifestyle brand. In 2006, she led the sale of ReadyMade to Meredith Corporation (NASDAQ: MDP) and continued as its President/Publisher until 2009. She co-authored the award winning book, ReadyMade: How to Make Almost Everything (Crown/Potter, 2005). Grace is a Consulting Associate Professor at Stanford’s Institute of Design (aka: the dschool), where she spearheads Creative Gym, a course focused on honing design intuition and building creative confidence and leads a research project on creative capacity building. Her artwork has been exhibited in several national museums including the Smithsonian Cooper-Hewitt Design Museum Triennial, Institute of Contemporary Art Boston, PMCA Design Biennial in Pasadena, Contemporary Arts Museum Houston and the Contemporary Jewish Museum in San Francisco. She graduated cum laude in Art/Visual Communication from UC Berkeley and also holds an MBA from the Anderson School of Business at UCLA and an MFA from the UCLA School of Film and Television . She believes anything is possible and wants everyone to make cool things with their hands.



Dan Kim | CEO (N.America) | Mike Crunch | PR Director | Nexon

Daniel S. Kim serves as chief executive officer for Nexon America, the North American publishing arm for Nexon Group (effective March 2009.) Kim oversees the day-to-day management and operations of Nexon America. He previously was executive vice president for Nexon Group’s global content strategy division in Korea, working closely with Nexon America.

During his time at Nexon Group, Kim spearheaded global branding strategy and user experience research.

Prior to joining Nexon in November of 2006, Kim served as a vice president in charge of Asia-Pacific business development for IDEO, a leading firm in innovation and design. Kim served as senior product design engineer for Handspring, Inc., and managed research, design, development and production of cutting-edge handheld digital devices. He also served as the director of design and user experience for DoDots, Inc.

Kim earned a Master of Science in Product Design and Bachelor of Science in Mechanical Engineering from Stanford University.



Rob Hennigar | Director of Education (U.S.) | Constellation Wines

Rob Hennigar, Director of Education for Constellation Wines U.S., thrives while working at the intersection of design, people and business. His particular interest is in bridging the business and creative disciplines, creating innovative solutions that address business needs.

Currently, Rob leads the innovative digital learning solutions initiative for Constellation Wines U.S., where he works with extremely creative people to create learning opportunities that help Constellation's employees, customers, distributors and consumers learn, offering strategic advantage while driving the business forwards.

Having received his degree in Product Design from The Art Center College of Design, he views everything as a design challenge and open to refinement. He has designed products for companies such as; Porsche, BMW, Yamaha, Oakley, Baxter International, among others, served as a member of the faculty at Art Center where he taught courses in design and technology, and was then was asked to serve as Chair of the newly created Computer Graphics department. Following this, he was asked to be the Head of the Artist and Development and Training program at DreamWorks SKG where working with Steven Spielberg and Jeffrey Katzenberg was a life-changing experience.

The next logical move (?) would be the decision to move his family to the Napa Valley for a change of environment and pace. Since doing so, he developed a Media Literacy Program for the Bill and Melinda Gates Foundation, re-started his design firm, taught in the Continuing Studies Program at Stanford University, while planting a vineyard and learning to make wine.

When distracted, he's enthralled by the activities of his two daughters - - one who's an equestrian, the other studying Ballet at the Boston Conservatory.