

## DAVID B. POLINCHOCK

Innovation Catalyst

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*"These days, many of us are so focused on the day to day that we lose sight of the incredible need to focus on future possibilities. David makes you see the world through a different set of lenses and imagine new ways to think and grow. The endless opportunities for business growth spew from this man's incredible creative mind in unimaginable ways. He is a talent you simply have to experience."* Mort Goldstrom, Newspaper Association of America.

David was the former Chief Experience Officer (CXO) at Brand Experience Lab, an innovation think tank, creating the next generation of brand experiences. His goal is to challenge marketers to create better stories and to understand how consumers want to hear those stories. It's a little theatre 101 - find the right script; know who the audience is and direct a great production. His previous blog, *Experience Manifesto*, was called "one of the best blogs so far on experiences and marketing" by leading event design company, Jack Morton.

In 1990, he was introduced to virtual reality and quickly became a well-respected expert in the field of marketing with new technologies. Today, he continues that work, in partnership with leading university research labs. The goal is to explore new technologies that enable companies to create more compelling, authentic and relevant brand experiences. He is also a leading voice in the conversation on the socialization of retail and exploring how the emergence of online social technologies are impacting the physical retail space.

*"David's presentations engage the crowd whether they are playing an audience participation game on screen or hearing about new technologies that will help their business. He's always on the cutting edge and he doesn't just deliver a speech – he lives his message."* Marcia Tabler, RAMA Consultant

David is a top-rated speaker, who has spoken on brand experiences, emerging technologies and the future of marketing in South America, the World Summit of Innovation & Entrepreneurship in Oman and across the country at industry events including GlobalShop, ARM Expo, PROMO Live, PMA, the Virginia Healthcare Marketing Association and many POPAI events. Clients who have hired David for speaking engagements have included MTV Networks, Nokia, GSK, Pepsi and Nike. David has also taught an eight-week class called *Creating Consumer Brand Experiences* at NYU. In addition, David is a contributor to *Marketing at Retail* and was featured in two recent books, *Experience the Message* by Max Lenderman and *Living Brands* by Raymond Nadeau.

Generally, David speaks about:

- Emerging trends, especially as they relate to technology
- Innovation
- The role of experience
- The future of advertising

David also frequently brings some examples of cool technologies with him, including group game demo's, interactive cell phone games and augmented reality. David combines theatrical training with a vast knowledge of technology to create new territories for marketers. He believes that it is not enough today to simply play with the latest technologies; we must understand their role in moving your brand story forward. Where Marshall McLuhan once said, "The medium is the message," today's world has now moved beyond that simple statement. Audiences today expect more than just to be wowed by how we send them the message. They want to be wowed by the message and they want to be wowed by the product as well!