MEET THE GUEST SPEAKERS



Alan Zorfas

Co-Founder, Chief Intelligence Officer, Motista

Alan leads Motista's innovation, analytics and insights activities, partnering with senior clients to activate Predictive Intelligence on Emotion™. Having led positioning campaigns and integrated marketing efforts for numerous brands across nearly every consumer and B2B category, Alan first identified the widening gap between a company's need to leverage an emotional connection and the information and tools used to apply it.

Alan reached outside of his marketing services domain to identify talent and capabilities needed to create a new breed of Predictive Intelligence on Emotion for business. Prior to Motista, which he co-founded in 2007, Alan was CEO/Founder of Aspirient, a brand-consulting boutique, and held partner and executive-level positions at various agencies, including Mullen Advertising and DDB. He also co-founded a creatively acclaimed ad agency in Boston that was later acquired by Omnicom.