

BEN PARR



Ben Parr is an award-winning entrepreneur, investor, advisor, journalist and author. He is President and Co-Founder of Octane AI, the quiz and zero-party data marketing platform for Shopify brands. He is the co-host of the *Business Envy*, a podcast where he and beloved actor Greg Grunberg (Heroes, Alias, Felicity, Star Wars) get advice from the most successful people in business for their great new business ventures. Ben is the author of the best-selling book "Captivology: The Science of Capturing People's Attention," published by HarperCollins.

Previously, Ben was the Co-Editor and Editor-at-Large of Mashable, where he wrote 2,446 articles on technology, media, and startups. He was also a columnist and commentator for CNET (CBS). He advises companies on marketing, PR, growth and fundraising. He sits on the board of directors of the Leila Janah Foundation (formerly Samasource). Ben is a member of Forbes 30 Under 30 and an alum of Northwestern University.