



Marshall Monroe - Brief Bio

Marshall Monroe is Founder and Chairman of Marshall Monroe MAGIC, a Creative Technology Incubator and Strategic Design Studio headquartered in New Mexico, U.S. The firm leverages their on-going research in the fields of Innovation Excellence and Global Markets to formulate new business concepts and advise select clients in areas of visioning, advanced concepts, mission transformation, business development, and the meeting of grand strategic challenges. MMMagic's category-leading clients include **Cirque du Soleil, The Michael Jackson Estate, Legendary Entertainment, HBO, DIRECTV, NASA, The U.S. Army, Multiple National Laboratories, Paul Allen's Vulcan Ventures, The Defense Threat Reduction Agency, MITRE Corporation, Spaceport America, Wine.com, The National Inventors Hall of Fame, The C.M. Russell Museum, The Intel International Science and Engineering Fair, and the Virgin Group.** Monroe has also briefed on "Global Soft Power 2020" at U.S. National Labs and USSOCOM.

The Marshall Monroe MAGIC internal venture Combinator is exploring the seismic migration of business, especially the media, content, retail, and entertainment sectors, to mobile-realtime and AI platforms. The Combinator spun off its first joint venture after designing, engineering, and deploying the award-winning mobile strategy and iPad app for leading internet retailer Wine.com. Currently, the Combinator is releasing their groundbreaking Ultra-Media Network platform, MIXONIUM™, with NFL Superstar Terrell "TO" Owens as a marquee user, and their second enterprise concept, VibeWyre™, is launching a new era for public safety via the management and curation of cross platform social media.

Monroe spent 14 years as a Creative Executive with the Walt Disney Company and was a founding member of the Disney Research and Development Division. He holds 15 patents for entertainment technologies in use literally all over the world. He is widely known for his outrageous concept for Blizzard Beach, the wildly successful \$100 million water park in Walt Disney World, Florida.

Monroe is a former member of the U.S. Director of National Intelligence's Intelligence Science Board, an organization of distinguished thought leaders advising senior U.S. administration decision-makers on Science and Technology investment as related to National Security. As founding Chairman of the New Mexico Governor's Council on Film and Media Industries, he led a strategic planning effort for the state in this industry sector which resulted in an economic impact increase from \$8 million annually to over \$5 billion aggregated in less than eight years. 2017 marked a banner year for the initiative, with the most direct spending in one year in the history of the program, with over \$505 million. Monroe has a degree in mechanical engineering and fine art from Stanford University. Monroe is also an expert witness and advisor in Intellectual Property Litigation.

For further information, visit <http://www.marshallmonroemagic.com>
Email contact: office@marshallmonroemagic.com