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First Six Speakers Announced for TEDxRVA
"Riveting talks by remarkable people"

TedxRVA, an independently organized event licensed by TED, announces its first six speakers today. Among them, Seth Farbman of **Gap**, Ivy Ross of **Art.com**, and David Storkholm and Christer Windeløv-Lidzélius, founders of **KaosPilot**, a Danish business/training consortium.

"We plan to have over 20 speakers for this event," said Andy Stefanovich, curator of TEDxRVA. "Riveting talks by remarkable people is our rule, and these speakers will come from all over - international, national, regional and local." TEDxRVA takes place March 22 with online ticket sales launching on February 1 at TEDxRVA.com.

Seth Farbman, Global Chief Marketing Officer for Gap, was recognized by Forbes magazine as one of 2012's top ten most influential CMO's in the U.S. Known for developing purpose-driven brands that create deep bonds with customers while also positively changing daily behavior, Seth honed his skills at Ogilvy & Mather where he guided marketing strategy for clients like DuPont, GE, and Coca-Cola. While at Ogilvy, Seth founded OgilvyEarth, a top-ranked global sustainability marketing practice and led the cross-agency team that created Hopenhagen, a campaign to increase awareness of the U.N. Climate Change Conference in Copenhagen. Prior to Ogilvy, Seth led marketing teams at several U.S. wireless carriers and reported for ABC and NBC television affiliates during his graduate school years at Syracuse University.

The KaosPilot business school, established in Denmark in 1991, teaches personal development, value-based entrepreneurship, creativity, and social innovation. Recognized by Business Week as one of the top design schools in the world, the groundbreaking KaosPilot program is led by CEO and principal, **Christer Windeløv-Lidzélius**, an associate scholar at the Institute for Leadership and Sustainability at Cumbria university in the U.K. Christer earned and MBA from Heriot-Watt University in Edinburgh. His colleague, **David Storkholm** is co-founder and program director of KaosPilot's Creative Leadership program, which specializes in designing courses, workshops, and conferences that breathe new life into individuals and organizations. A professional coach and leadership trainer, David is a faculty member at the Coaches Training Institute in San Rafael, California.

Kevin Carroll, founder of Kevin Carroll Katalyst/LLC, inspires businesses, organizations and individuals to embrace their spirit of play and creativity to maximize their business and personal potential. Raised in Philadelphia by his grandparents, Kevin spent endless hours at the neighborhood playground where he found his calling: a red rubber ball. After a decade of service as an Air Force interpreter, Kevin became Head Athletic Trainer for the Philadelphia 76ers and was later tapped by Nike to help the company develop a deeper understanding of athletic product performance, team dynamics, and interpersonal communication. In 2004, Kevin founded his eponymous company and committed himself to leveraging the power of sport and play around the world. In 2005, Kevin addressed dignitaries from thirty-one nations at the United Nations about the importance of play in their developing countries. An author, speaker, and change-agent, Kevin is involved with many social entrepreneur organizations that use sports as a catalyst to change lives.

Cheryl Heller is a Partner at CommonWise, founding Chair for New York's School of Visual Arts MFA program in Design for Social Innovation, and board Chair of PopTech, a laboratory for disruptive innovation. She has led transformational initiatives with corporations such as Ford, American Express, Reebok, Marriott International, Bayer Corporation, L'Oreal, Hearst and Sappi, and non-profits including WWF, Audubon, IDE, Concern Worldwide and the Girl Scouts of America. A core faculty member for PopTech's Social Innovation and Science Fellows, Cheryl mentors social entrepreneurs as they create problem-solving models for issues around poverty, water, health care, energy and conservation, often through technology. Cheryl has been profiled in the New York Times, the Boston Globe, Business Week, Graphis, and Communication Arts and is the recipient of a Matrix Award for Women in Communication. Her work has been published in numerous books on design and creativity and is included in the Library of Congress permanent collection.

ELEW is a piano iconoclast and modern day pop artist. The musical revolutionary behind a thunderous new style he calls Rockjazz, ELEW has toured the world, recorded, and performed continuously with Wynton Marsalis and the

Jazz at Lincoln Center Orchestra, Elvin Jones, Roy Hargrove, and Cassandra Wilson, among others. Now, in the jazz tradition of interpreting popular songs, ELEW has turned to rock, applying a guitarist's approach to piano with an explosively physical style of playing. He brings his infectious renditions of rock anthems by Coldplay, The Killers, Nirvana, and more to the TEDxRVA stage.

Ivy Ross is CMO of Art.com, the world's largest online retailer of art images. An innovative entrepreneur, artist, and thinker, Ross has served as president and product-design head for Mattel, Old Navy, Gap, Calvin Klein, Swatch, Coach, and Procter and Gamble. Her acclaimed metal-work in jewelry is in the permanent collections of the Smithsonian in Washington D.C, the Cooper-Hewitt, as well as eleven international museums. A contributing author to numerous books such as *Unstuck* and *The Ten Faces of Innovation*, Ivy was the keynote speaker at the Nokia World Design Conference and *Fortune* Magazine's Women Conference, and has been cited by *Fast Company* and *Business Week* as "one of the new faces of Leadership."

To date, sponsors for TEDxRVA include Altria Group and The Greater Richmond Chamber Foundation. The Richmond Times-Dispatch is a media sponsor of TEDxRVA. Contact sponsor@tedxrva.com to inquire about sponsorship opportunities.

On March 22, 2013, the inaugural TEDxRVA event will take place with the theme of CREATE. Through intriguing talks and creative experiences, the daylong event will combine experiential creativity with earnest thought and dialog, uniting intergenerational audiences from the Richmond region and beyond. More information and tickets to TEDxRVA, managed by Venture Richmond, will be available on <http://TEDxRVA.com>

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*About TEDx, where x = independently organized event
In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)*

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world- changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill

Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi

Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The annual TED Conference takes place each spring in Long Beach, California, along with the TEDActive simulcast in Palm Springs; the annual TEDGlobal conference is held each summer in Edinburgh, Scotland.

TED's media initiatives include TED.com, where new TEDTalks are posted daily, the recently launched TED-Ed platform for students and educators, the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide, and TEDBooks, short e-books by speakers that elaborate on a single idea originally presented on TED's stage. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities. Follow TED on Twitter or on Facebook.

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