

# **Brian Ardinger**

**Co-founder at Econic**

Lincoln, NE, US

Forward Thoughts: Software, Technology, Marketing, & Startups. Founder @NMotionStartup, @econicco, & @theiopodcast, former CMO @Nanonation

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## **Biography**

Brian is the managing director of NMotion, a seed-stage startup accelerator in Lincoln, Nebraska. He also serves as Entrepreneur in Residence at NUtech Ventures, the technology transfer arm of the University of Nebraska. Brian is co-founder and co-host of the weekly podcast Inside Outside, and co-founder of The Big Plate, a community for entrepreneurs responsible for producing ongoing events for startups like Open Coffee, Table Talks and Welcome to the Jungle. He has served on planning committees for initiatives like the Intersect Conference, Lean LaunchPad Workshop, Startup Weekend and StartupWeek Lincoln. He is a regional champion for UP Global and has served as a mentor and judge for programs like Lean Startup Circle, PIPELINE Entrepreneurs, Startup Weekend, and the JumpStart Challenge.

Before his recent work in the Lincoln startup community, Brian was Chief Marketing Officer at Nanonation and has been a regular contributor to industry publications, a public speaker and quoted industry expert with over 25 years of experience in interactive media, marketing, consulting, and research. Brian was head of research at Ion Global, a Hong Kong headquartered technology firm where he developed Asia's first dedicated customer experience lab to analyze and measure how customers utilized technology in their shopping and online experiences. In addition to his work overseas, Mr. Ardinger has been a Senior Consultant with Gartner based in Silicon Valley where he implemented strategy and research for multinationals around the world and managed projects in industries ranging from software to mobile technology. He holds a Bachelors degree in Marketing from the University of Nebraska in Omaha and an MBA from Penn State.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Computer Software, Direct Marketing, IT Services/Consulting, Market Research, Social Media, Corporate Leadership, Internet, Retail, VC and Private Equity

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## **Areas of Expertise**

Customer Experience, Motivation, Tedx, Startup Acceleration, Innovation & Creativity, Innovation & Design Thinking, Corporate Innovation, Startup Entrepreneurship, Lean Startup, Enterprise 2.0 and Collaboration Networks, Disruptive Innovation

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## **Affiliations**

Digital Screenmedia Association, Bionic Ear Association - Mentor, Startup Champions Network, Lean Startup Circle, Global Accelerator Network

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## Sample Talks

### **Keys to Creating Immersive, Integrated and Innovative Customer Environments**

From digital signage to interactive kiosks to mobile marketing, leading businesses are taking advantage of new technologies to enhance the customer experience. This session will discuss the key questions to ask, the key pitfalls to avoid, and the key components required to create powerful customer experiences. The session will look at trends driving the customer experience and how businesses are changing the way they market and communicate with customers both in-store and out.

### **Enhancing The Customer Experience: How Technology Is Changing How Retailers Market, Communicate, and Interact**

This session will explore the new marketing tools and technologies retailers are using to better impact their customer experience. Through case studies and examples, attendees will explore how digital signage, kiosks, in-store audio, smart shelves and mobile technologies are being integrated and delivered to drive sales and fuel profits.

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### **The Keys to Creating Immersive, Integrated and Innovative Customer Experiences**

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### **The Power of BIG Experiences**

The Power of BIG Experiences, Experience Matters

We learn by doing, seeing, touching, feeling, being a part of something. We learn from the experiences we create and the experiences that create us. But if experiences are so important to our growth and happiness, so vital to how we learn and live, why do we not do a better job at mapping out the experiences we want to create?

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## Event Appearances

**Enhancing The In-Store Experience: 5 Technologies Changing The Marketing Landscape**  
GlobalShop

**Enhancing The Customer Experience: How Technology Is Changing How Retailers Market, Communicate, and Interact**  
TREX: Total Retail Experience

**The Power of BIG Experiences**  
TEDx Lincoln

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## **Education**

**Penn State University**  
MBA Marketing & International Business

**University of Nebraska - Omaha**  
BSBA Marketing

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