

# **Erin Griffith**

**Writer at PandoDaily**

New York, NY, US

Just add water! PandoDaily's resident gardner digs beneath the roots to find the latest stories on the New York startup and technology scene

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## **Biography**

I'm a writer living in Brooklyn. My day job is at PandoDaily, where I report on New York startups and tech news. Previously I worked at Adweek, reporting on (and occasionally talking about) technology and digital media. Prior to joining Adweek in 2011, I spent four years covering M&A and alternative assets for publications owned by the Financial Times and Reuters. On the side, I contribute nightlife stories to Time Out New York, music reviews to Bust, travel tales to The Huffington Post, fashion commentary to The Lost Girls, personal essays to Long Shot magazine, musician interviews to Got a Girl Crush zine, and venue guides to Brooklyn Based. I co-host a podcast for the buyout industry called Talking Private Equity. In another life, I worked as a Senior Reporter for peHUB.com and Associate Editor at Buyouts magazine. I also covered consumer products, retail and apparel for Mergermarket LLC, where my investigative reporting appeared in Mergermarket, dealReporter, Debtwire, Deal Drivers, and Ft.com. I have a Bachelor's degree in Journalism, minors in Philosophy and English, and a Women's Studies certificate from Ohio University. Also, I play keyboard in a band called Team Genius and have a somewhat dormant travel blog. I like Twitter, too.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Writing and Editing, Information Technology and Services, Print Media, Media - Print, Media - Online, Information Services, Publishing, Telecommunications

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## **Areas of Expertise**

Entrepreneurship, Startups, Journalism, Technology and Digital Media, Technology Startups, Private Equity and Venture Capital

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## **Sample Talks**

### **Crowdsourcing Ads**

Many found this year's Super Bowl commercials rather predictable. The few ads that did generate buzz were produced by amateurs. More and more, the creation of entertainment and marketing content is shifting into the hands of the audience. That's right: "just folks" with little or no association with the advertising industry are getting into the game. Is user-generated content the wave of the future? And if so, what does this mean for the advertising industry?

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## Event Appearances

### Crowdsourcing Ads

New York Institute of Technology Event Series

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## Education

### Ohio University

Bachelor of Science Journalism

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## Accomplishments

### Writer - PandoDaily

PandoDaily is a news site which covers the technology startup ecosystem. The name for the site comes from a colony of trees in Utah called, Pando Trees. Though spread across 43 hectares and weighing 6000 tons, the colony's interconnected root system is the inspiration for the website. PandoDaily's mission is to be the site-of-record for that startup root-system and everything that springs up from it, cycle-after-cycle.

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