

# **Shawn Hardin**

**Partner at REASON Venture Partners**

Toronto, ON, CA

Shawn Hardin is a member of the IDEABOOST Investment Advisory Group

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## **Description**

Shawn Hardin is a Partner with REASON Venture Partners. REASON Venture Partners invests in and accelerates the most innovative companies transforming our food and beverage system. We are an early stage fund, with a focus on U.S. companies at the intersection of Consumer Packaged Goods, Technology and Wellness.

Shawn is a passionate innovator and investor with extensive senior-level product, business, and creative experience. Prior to Reason Venture Partners, Shawn was CEO of VC-backed start-ups, Flock (social media software) and Mind Pirate (IoT/wearables technology). Both companies were acquired, Flock by Zynga and Mind Pirate by Hewlett Packard. Entrepreneur In Residence (EIR) at Bessemer Venture Partners and Shasta Ventures. Investor in Technology and Consumer Packaged Goods companies (such as Sahale Snacks - acquired by J.M. Smuckers). Senior executive at NBC, NBC Internet, AOL, and Yahoo. Former filmmaker and current director member of the Directors Guild of America (worked on more than seventy film and video productions). Has served on Advisory Boards for National Public Radio, the American Film Institute, the Producers Guild of America's New Media Council, the Academy of Television Arts & Sciences Interactive Media Peer Group and the Canadian Film Centre's IdeaBoost business accelerator. Graduate of the University of Southern California and DCI Fellow, Stanford University.

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## **Industry Expertise**

Computer Software, Media - Online, Social Media, Internet

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## **Topics**

Executive Management, Product Innovation, User Experience, Digital Media

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## **Affiliations**

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## **Education**

**Massachusetts Institute of Technology - Sloan School of Management**

Executive Program Driving Strategic Innovation

**University of Southern California**

BA School of Cinema/Television

**Singularity University**

Executive Program Opportunities & Disruptive Influences Of Exponentially Growing Technologies

**Stanford University**

Fellowship Human Microbiota and the intersection of Big Data, Genomics and Microbiology

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