

Lori Talley

experienced digital
producer

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[Read Forbes interview with Lori talking about innovation labs and VR](#)

Summary

I lead cross-functional agency teams to build best-in-class branded digital products and experiences. My commitment to staying close to the craft enables me to navigate technical complexity and facilitate communication at all levels. With a unique combination of mentorship, vision and know-how, I offer teams the confidence to imagine and build ambitious work on any platform.

Experience

Cramer-Krasselt / Vice President, Director of Digital Production

JULY 2011 - PRESENT, Chicago & New York

In this role, I lead digital production for C-K's network, providing thought leadership and strategic insight across disciplines including mobile, social, VR, AR and experiential. I educate and foster collaboration both within the agency and with technically specialized partners.

In 2016, I spearheaded the creation of InLab, the innovation lab at C-K. Inlab provides hands-on experiences with emerging technology for teams to develop technology-integrated ideas and platforms for C-K's clients. Inspired by design thinking, InLab's prototyping practice has become an important part of how C-K meets the challenges and growing complexity of today's marketing landscape.

Clients: Porsche, Nikon, Corona

4As CreateTech / Committee Member

SINCE OCTOBER 2016

CreateTech is both an annual conference and an ongoing 4A's initiative providing a forum for creative technologists working in advertising.

Ogilvy / Freelance Senior Producer

FEBRUARY 2011 - MAY 2011, Chicago

Produced web experiences for Kimberly Clark and American Family Insurance.

R/GA / Senior Producer

SEPTEMBER 2010 - DECEMBER 2011, Chicago

Led production in the Chicago startup office supporting the SC Johnson business. Accounts included Glade, OFF! and Raid.

Cramer-Krasselt / Vice President, Senior Producer

AUGUST 2004 - AUGUST 2010, Chicago

Led the relaunch of AirTran.com. Produced viral phenomenon Monk-e-Mail for CareerBuilder, the immersive Corona Beach, Panera Bread's Hard Road to Delicious as well as numerous iconic model launches for Porsche.

The School of the Art Institute of Chicago / Part-time Faculty

JANUARY 2002 - JUNE 2011, Chicago

Developed and taught courses in Art & Technology Studies, Sound, Art History, Theory & Criticism and Performance.

Bluestreak / Senior User Experience Engineer

AUGUST 1999 - FEBRUARY 2001, Chicago

While in full start-up mode, I was given a rapid education in application development, the business of starting a business, and the opportunity for online advertising. It was an amazing time to enter tech, and I owe my strong foundation to the extraordinary engineering team and leadership at bluestreak.

Charged to lead a development team in the creation of rich media campaigns, I worked closely with publishers, agencies and clients to develop concepts, define requirements, deploy campaigns and optimize them for performance. I also program managed several bluestreak products including a rich media creation tool, On-The-Fly, proprietary scripting language, blueScript, and their Java-based components, atomPaks.

Education

HYPER ISLAND / Masterclass Social Media

New York, NY

The School of the Art Institute of Chicago / MFA

Chicago, IL

Bard College / BA

Annandale-on-Hudson, NY

Industry Accolades

IAC Artists Fellowship Award for Interdisciplinary and Computer Art, Adweek Magazine's Buzz Award Grand Prize Winner, Adweek Magazine's Buzz Awards Best Buzz in the Internet, Awwwards Site of the Day, Cannes Cyberlion Finalist, CommArts Web Pick, Creativity 38 Honorable Mention Consumer Website, FWA Site of the Day, Silver ADDY, Wall Street Journal's Marketplace names Monk-e-Mail the best ad in '06

Professional Props

Christian Dodd / Experience Strategy & Operations at Ford Motor Company

Lori is a digital pioneer, a broad, people focused thinker, and a transformational leader. Unfortunately, titles like this have been corrupted & devalued by a sea of shallow, buzzword spewing convention speakers. Lori however, is the real deal. She was an artist before she was a coder, a coder before it was cool, and a truly competent manager of finance and people. She makes great things & builds great people. Anyone with good ideas & a work ethic to match would be lucky to consider her a partner, colleague & friend.

Stefan Tornquist / SVP, Research & Content Strategy at Econsultancy

Lori was fantastic. She's a rare combination of different types of intelligence that makes her simultaneously creative, productive and able to commune effortlessly with engineers and suits alike. You don't often run across people who are gifted and capable as well as reliable. That's what we found in Lori.

Gary Doyle / SVP, Group Creative Director at Cramer-Krasselt

Lori is smart, knowledgeable, hip to the digital landscape. She's patient about explaining the dark corners of the digital arts. And she has a damn great laugh. I've learned a lot from her and I enjoy working with her.

Community

OH!KLAHOMO / Co-founder, Co-curator

FOUNDED 2018 Chicago, IL

Co-founded with international augmented reality performance artist Mark Jeffery, this quarterly art salon features work from prominent and emerging artists working in multiple disciplines and dimensions. Curated live events emphasize community, diversity, inclusion and experimentation, showcasing works-in-progress alongside finished pieces in classic and contemporary media.

OPENPORT / Festival Co-founder

2007, 2008 Chicago, IL

OPENPORT brought together 37 artists and theorists of contemporary practices for an international festival featuring live acts and real-time transmissions from practitioners within performance, sound, and the language arts.