



VCU Brandcenter Friday Forum

February 10th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Frank McCann

President & CEO / McCann Systems



Leading McCann Systems as President and CEO, Frank McCann has built the audiovisual firm's strong technical and creative reputation on some of the world's most distinctive designs and integrations. Frank's unique design concepts are vital in keeping ahead of the curve for clients including Viacom, Coach, Verizon Wireless, Yelp, and The Cosmopolitan of Las Vegas.

Frank founded McCann Systems over two decades ago to design, integrate, and elevate innovative audiovisual solutions for companies worldwide. Since then, it has grown into a widely recognized authority in experiential technologies, with offices across the country and global reach spanning North America and into Europe and Asia. McCann Systems has been recognized for advancing creative technology solutions, winning the inaugural AV Technology "Outside of the Box" Award, two Digital Signage Apex Awards, and two Commercial Integrator "Best Integration" Awards in just the last three years.

Frank has been featured in several publications including VMSSD magazine and has spoken at AICP Week, InfoComm, and other events and venues across the country.

Chad Hutson

President / Leviathan



As Leviathan's president, Chad Hutson facilitates creative strategy and all key business developments for the specialized creative agency, including managing the company's overall operations. His leadership was instrumental in securing prestigious clients including Nike, Airbus, Microsoft, Kohler and the Art Institute.

Chad previously co-founded digital creative agency eatdrink in 2002, which merged with Leviathan in 2012. Over the years, that firm produced breakthrough broadcast and interactive work for an amazing roster of brands and agencies. His prior experience includes highly productive stints with experiential marketing firm MC2 as an entertainment and technology project manager, and with leading Hollywood post-production sound company Soundelux as operations manager. A native of the Southeastern United States, Chad earned his Bachelors of Recording Industry Management at MTSU.

A past presenter at SXSW 2014 and 2015, Chad has also spoken at Infocomm, SEG D Xlab, High Five and at esteemed universities nationwide.

Topic / **Balancing Technology and Creativity in Experiential Design**

Descriptor / We don't just use technology, we live it. We will take a look at some of today's most stimulating environments and how they blend creative concepts with digital solutions.