

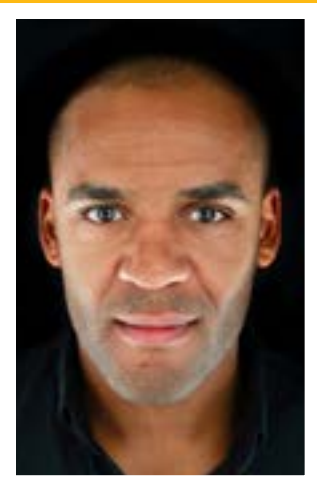


## VCU Brandcenter Friday Forum

Apr. 22 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Alain Sylvain

Founder & CEO / Sylvain Labs



Alain Sylvain is the founder and CEO of Sylvain Labs, an innovation and brand strategy consultancy with offices in New York City and Amsterdam. The company serves as a strategic planning resource for product developers and marketers. Clients include: Google, Nike, Uniqlo, Facebook, Patagonia, GM, Samsung, AB InBev, Calvin Klein and others.

Prior to Sylvain Labs, Alain was managing director of Redscout. And before that, he was a lead strategist at Mother New York. He previously held positions at The Martin Agency, Publicis, and SS+K.

Alain is co-founder and investor of several ventures including: Master + Dynamic, a design-driven, premium audio brand; Waynesaw, a mobile game; and Same Same but Different, a line of hot sauces. In addition, he is the executive producer of Instafame, a documentary exploring the psychological impact of digital fame on young people. In addition, Alain works closely with HELP, a merit- and needs-based scholarship program, the Global Poverty Project and the Lower East Side Girls Club.

Alain is a frequent lecturer on innovation, marketing and brands. He sits on the board of VCU's Brandcenter and has been featured in The Wall Street Journal, The New York Times, PSFK and other publications.

Alain attended Columbia University's School of International and Public Affairs and Columbia Business School, as well as Vassar College.

**Topic / "Advice you didn't ask for, from people you don't know, and attendance is mandatory."**

Alain will be joined by Brandcenter alums Ben Cheney (CBM, 2009) and Joey Camire (ST, 2009), strategists and founding team members of Sylvain Labs.