Fitz Maro is a Senior Innovation Strategist who has been with 360i NY since graduating Brandcenter in 2013. He is a founding member the agency’s Innovation Lab where he researches, concepts, and prototypes ideas across strategy, creative and tech teams.

His work has earned him Cannes Lions, OneShow Pencils, AdWeek Project Isaac Innovation gold, and other accolades. Recent campaign contributions include work for clients HBO Game of Thrones, Absolut, Target, Canon, Nestlé, and the Christopher Reeve Foundation.

Last month Fitz was named a finalist for Google and The Drum’s 2017 Young Innovator award, he was one of eleven global selections for AdAge’s 2016 “Creatives You Should Know” list, and in 2015 he was the winner of Campaign U.S.’s “Fearless Thinker” contest. He lives in NYC, loves wings, reading, and good conversation. You can find him on the internets @FitzMaro.

**Topic / Don’t Float in the Mainstream**

**Descriptor /** In advertising it’s no secret that those who absorb better inputs – through reading, listening, or experiencing – tend to create better outputs. This holds true across all agency roles.

Despite that understanding it’s become clear to me that many in our industry today struggle to maintain a balanced diet of quality inputs to fuel the unending stream of outputs demanded. Let’s change that. I’ll be sharing a buffet of dope, thoughtfully packaged, and well curated resources that I’ve discovered – some you’ll know, but many you won’t. The goal? Make your input game strong and your output game will get stronger.