



## Chris Conant

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Mr. Conant co-founded an interactive agency in Los Angeles prior to the dot-com era called The Composition Group. The Composition Group helped build brands for over 40 companies including Mattel, BrainX, Valley Presbyterian Hospital, Baxter, Blue Cross of CA, Cheesecake Factory and Intel. Mr. Conant launched the interactive department in 1996 to build and deliver large web sites, and sold the company in 2000 to Sri Lankan-based IOM Partners. Soon after he traveled the continents, consulting on the integration of brand and technology, and how the user experience plays the key role in the dot com venture. His international work influenced the National Bank of Thailand, the government of the Republic of Seychelles, and the British Transport Commission in the U.K.

In 2003, Mr. Conant founded More Cabbage, strategic marketing, design and technology. The company has experienced year-over-year growth, and has completed over 400 marketing, branding, PR and technology projects for over 80 clients spanning the United States including the Designing Health, the State of Oregon, Wells Fargo, Hoag Hospital, LA Superior Court, UCLA Anderson School of Business, Glacial Energy, Addax Minerals, Hoag Orthopedic Institute, Waters Winery, and Westmoore Investment Group. By 2009, More Cabbage ventured naturally into Social PR. Social PR utilizes social media to build brands, manage reputations, turn fans into champion referrers, and immerse the brand into the middle of social conversations. Mr. Conant and his staff of 19 draw on years of real-world strategic work, branding, communications, user experience, marketing, P.R., design, video and technology projects to build social business using Social PR.

Mr. Conant has a B.A. from Cal State University Northridge in Rhetoric and Communications. He has a P.B.U. from Cal State Northridge in graphic design. Most recently Mr. Conant completed a two year program with Vineyard Leadership Institute, a seminary. Mr. Conant has been involved in numerous speaking engagements for NAWBO, Apple Computer, Social Pasta, IABC, Untyed and MicroAge, to name a few. He has numerous professional affiliations and awards, including a prior role on ICANN's wgc3 council for the assignment of internet tld's, and a Gold Addy at the National level for marketing campaigns. He lives in Dallas, TX with his wife Nancy and two daughters.