



BEN PARR

Ben Parr is an award-winning journalist, author, entrepreneur, investor and expert on attention. Through his unique experience as a leading technology writer, venture capitalist and prolific public speaker, Parr has coached dozens of young startups and Fortune 500 corporations on how to get attention for their products. He was named one of the top ten tech journalists in the world by *Say Media*, and was named to the *Forbes 30 Under 30* in 2012.

Parr is Co-Founder and Managing Partner of DominateFund, a venture capital firm that invests in and accelerates the growth of early-stage technology, software and product startups through its expertise in press, marketing, customer and user acquisition, viral products and strategic celebrity partnerships.

Parr is the author of *Captivology: The Science of Capturing People's Attention* (2014, HarperOne/HarperCollins). His book dives into the science of attention, why we pay attention to certain people, products, companies and ideas, and how to capture and retain somebody's attention. He has interviewed dozens of "Masters of Attention" for his book, including Facebook's Sheryl Sandberg, acclaimed director Steven Soderbergh, *Entourage's* Adrian Grenier, Nintendo's Shigeru Miyamoto and the Mythbusters, along with leading researchers such as Dr. Michael Posner and Dr. Adam Gazzaley.

Previously, Parr was the Co-Editor and Editor-at-Large of Mashable, where he wrote more than 2,400 articles on social media and technology, managed Mashable's editorial team, and interviewed everyone from Ashton Kutcher to Mark Zuckerberg. He also served as Columnist and Commentator for CNET. Parr's work has been featured in a variety of media, including CNBC, CNN, Fox News, The Wall Street Journal, NPR and The New York Times.

Parr is a graduate of Northwestern University, majoring in Science in Human Culture and Political Science, and minoring in Business Institutions. He is based in San Francisco, in the heart of Silicon Valley.