



BEN PARR

Ben Parr is an award-winning entrepreneur, author, and investor. He is President and Co-Founder of Octane AI, the Buyer Persona Marketing Cloud for ecommerce. Octane AI powers sales, marketing, automation, and support on-site and through channels like Facebook Messenger and SMS for over 1,000+ brands, including GoPro, CVS, Proactiv, Maroon 5, Warner Music Group, and CoverFX. Octane AI is backed by the world's top investors, including General Catalyst Partners, Bullpen Capital, and executives from Pinterest, Google, Expedia, and Starbucks.

Ben is the author of the best-selling book "Captivology: The Science of Capturing People's Attention" (HarperCollins). His book dives into the science and psychology of attention, why we pay attention to certain people, products, companies and ideas, and how to capture and retain somebody's attention. He interviewed Facebook's Sheryl Sandberg, acclaimed director Steven Soderbergh, Entourage's Adrian Grenier, Nintendo's Shigeru Miyamoto, and magician David Copperfield for his book, along with leading researchers in psychology and neurology 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. He has also served as a Columnist and Commentator for CNET.

Parr has been recognized for his work, including being named to the Forbes 30 Under 30. He has been featured on CNBC, CNN, The Wall Street Journal, NPR and The New York Times. Parr is a graduate of Northwestern University.