



## ***The Digital Solutions Gallery Virtual Keynote***

***August 11, 2022***

### ***“Finding Value in the Metaverse”***

The metaverse is an interesting term. Its roots go back to a 1992 Neal Stephenson science fiction novel that envisioned a blended environment wherein the physical and digital realms could be shared, persistent and immersive.

Today’s technological advances, as well as evolving consumer preferences, are now leading to a myriad of new elements including virtual stores, virtual products, NFTs, augmented reality, virtual reality, live streaming, and the increased importance of social channels represent an important digital frontier.

While many are exploring this new space and evaluating the potential value, some bold leaders have already developed and implemented new capabilities for engaging the customers and have learned important lessons.

How can (or should) IT leaders be trying to close that gap to become real players in this impending blended environment? Are you there yet? Have you even started yet? If not, what do you need to yet do to actually be there?

**Please join us in this seventh session of our 2022 series. In this session you will hear first-hand lessons-learned from top-tier leaders who have been successful in addressing these very same challenges during these times of both revolutionary change and performance pressures.**

The “***Digital Solutions Gallery™***” series is a nationally acclaimed ongoing forum where senior leaders and their business peers come together in a comfortable setting to share their experiences and insights, as well as collectively and collaboratively attack common issues. Throughout 2022, this series will be conducting a ten-session series of informative programs on the theme of “***Developing Our Potential For 2025***”, wherein participants will gain a better appreciation of not only what is coming, but also a better appreciation of just how its associated value might be captured.

There is no cost to invited senior leaders. Sponsoring opportunities are available for invited technology product and service providers.

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### ***Agenda:***

10:00am

Welcome And Opening Introduction



**Mr. Bruce Barnes**  
***DSG Program Co-Founder***  
***The Ohio State University***  
***and Co-Host For The Session***

10:05am

Opening Presentation



**Mr. Thornton May**  
***DSG Program Co-Founder***  
***Internationally Acclaimed IT Futurist***  
***Co-Host For The Session***

Thornton May is a futurist, educator and noted author. He is the Co-Founder of the Digital Solutions Gallery, as well as the Founder of the Digital Value Institute.

His extensive experience researching and consulting on the role and behaviors of “C” level executives in creating value with information technology has won him an unquestioned place on the short list of serious thinkers on this topic.

Thornton combines a scholar’s patience for empirical research, a stand-up comic’s capacity for pattern recognition and a second-to-none gift for storytelling to address the information technology management problems facing executives.

The editors at eWeek honored Thornton, including him on their list of Top “100 Most Influential People in IT”. The editors at Fast Company labeled him ‘one of the top 50 brains in business.’

10:20am

Showcased Presentations



**Mr. Maziar Farzam**  
***President and CEO***  
***Inhance Digital***

Maziar is an entrepreneur and business leader with a passion for arts and sciences. It is at the nexus of these two worlds where he has thrived to conceive, design, and successfully produce and deliver more than 1000 breakthrough interactive, AR/VR/XR, 3D visualization, and immersive projects for leading global brands. He is a creative director, executive producer, and business development leader. He has instilled a passion in his teams for innovation, high-quality work and exceeding customer expectations.

Maziar founded Inhance Digital and expanded it organically into the successful digital agency it is today- working with Fortune 500 companies, among them Audi, Biogen, Boeing, Booz Allen, Dell, GE Healthcare, Intel and NBCUniversal. His original vision, bringing the best talent and technology from film, visual effects and video game industries to help high technology/high science companies tell their stories, is still the core business and focus of Inhance Digital.

Maziar holds a Bachelor of Science in Mechanical Engineering and a Master of Science degree in Biomedical Engineering from Arizona State University. He is a member of Producers Guild of America (PGA) and was selected as one of the Top 100 Multimedia Producers in the U.S. He also currently sits on the advisory board of the School of Biological and Health Systems Engineering at Arizona State University.



**Mr. Kashyap Kompella**  
***Chief Executive Officer***  
***RPA2AI Research***  
***Noted Author and Columnist***

Kashyap is an award-winning industry analyst, best-selling author, educator, and AI advisor to leading companies and start-ups in US, Europe and Asia-Pac.

Currently, Kashyap is the CEO of the global technology industry analyst firm, RPA2AI Research. RPA2AI advises global corporations, venture capital/private equity firms and government agencies on AI Investments, Enterprise AI, AI Governance, AI Audits and AI Ethics.

He is also a Director and Contributing Industry Analyst

Mr. Kompella is a Chartered Financial Analyst, and he holds multiple degrees, including a Bachelors (with Honors) in Electrical and Electronic Engineering, a Masters Degree in Business Administration, and a Masters Degree in Business Laws.



**Mr. Mike Conley**  
***EVP and Chief Information Officer***  
***The Cleveland Cavaliers***

Mike is the EVP and Chief Information Officer of the Cleveland Cavaliers and Rocket Mortgage FieldHouse. In his role he oversees all IT, data governance, emerging technology initiatives, and digital operations for all teams owned by Dan Gilbert, which also includes the Cleveland Monsters (American Hockey League), Canton Charge (NBA G League), and Cavs Legions Gaming Club (NBA 2K League).

Formerly serving as the VP of Digital for the Cavaliers, and as the Digital Content Manager for FOX Sports Ohio, one of Mike's biggest projects to date was leading the two-year, \$185 million renovation upgrades to Rocket Mortgage FieldHouse, which were completed just in time for the 2019 NBA season.

Mike has led in numerous new and exciting innovative digital-based enhancements to the entire Cleveland Cavaliers experience.

Subsequent to his pre-medicine studies at The Ohio State University, Mike completed his BS degree in Communication and Media Studies from Cleveland State University, where he was listed in Who's Who in American Universities.

11:20am Session Summary of Key Points/Action Items/Next Steps



**Mr. Thornton May**  
*DSG Program Co-Founder*  
*Internationally Acclaimed IT*  
*Futurist*  
*Co-Host For The Session*

11:30am Adjournment

