



CAREER PANEL

## BREAKING INTO THE VR | AR INDUSTRY

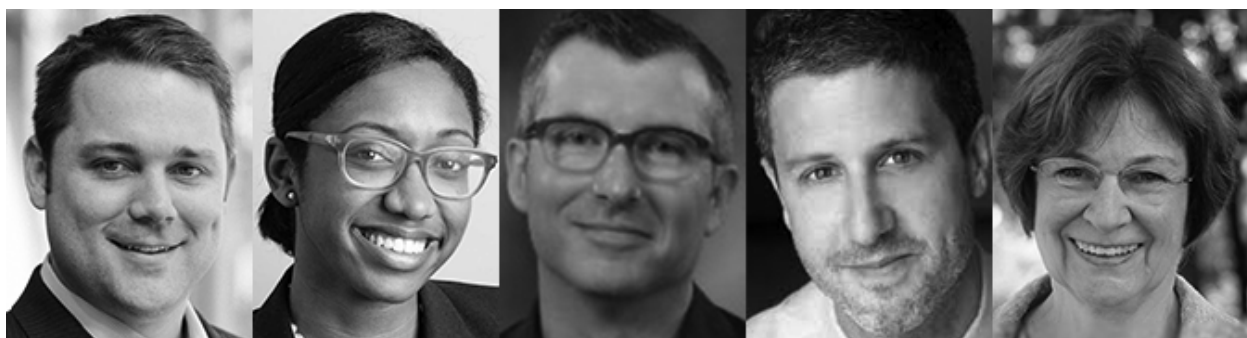
Tuesday, December 5, 2017

5:00 PM – 9:00 PM

Lehman College | CUNY

2501 Grand Concourse, 3rd Floor, Bronx

*VR/AR demos and industry panel discussion followed by networking reception and more demos*



### Industry Panelists:

**JUSTIN HENDRIX** Executive Director, NYC Media Lab

**JERELYN RODRIGUEZ** Co-Founder and CEO, The Knowledge House

**HUGH McGRORY** CEO, datavized

**NOAH VADNAI** Vice President, Product, A+E Networks

### Student Panelists:

**MICHAEL BRENNER** Student, Virtual Reality Academy and Development Lab

**TINA CHENG** Student, Virtual Reality Academy and Development Lab

### Moderator:

**JANE MACKILLOP, PhD** Interim Dean, School of Continuing & Professional Studies, Lehman College

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**Justin Hendrix, Executive Director, NYC Media Lab** connects media and technology companies with New York City's universities to drive digital media innovation and entrepreneurship. Launched by the New York City Economic Development Corporation, NYU and Columbia University, NYC Media Lab is a public-private partnership encompassing the universities of NYC and corporate members such as Hearst Corporation, ESPN, Major League Baseball Advanced Media, Bloomberg, News Corp, NBCUniversal, Viacom and Verizon. The Lab's interests range across disciplines from data science to virtual and augmented reality, and its programs include seed R&D projects with member companies as well as The Combine, which encourages digital media startup formation and technology commercialization on the City's campuses. Previously Hendrix was Vice President, Business Development & Innovation for The Economist, where he

directed prototyping and commercialization of new digital media business concepts. He is a regular writer and speaker on media & innovation. Hendrix holds a Bachelor of Arts from the College of William & Mary and a Master of Science in Technology Commercialization from the McCombs School of Business, University of Texas at Austin. He lives in Brooklyn. Follow him on Twitter @justinhendrix.



**Jerelyn Rodriguez, Co-Founder and CEO, The Knowledge House** co-founded The Knowledge House (TKH) in 2014. The Bronx-native was honored as one of Forbes' 30 under 30 in Education in 2016 for her work starting TKH. Previously, she coordinated STEM after-school programming at Beyond Z and was the Bronx Field Director for Reshma Saujani's 2013 campaign for New York City Public Advocate. In 2011, Jerelyn joined Students for Education Reform (SFER) as the National Program Director, organizing and coaching college students in 35 states to advocate for education reform. Prior to SFER, Jerelyn worked in the public school system, teaching and designing student programs. Jerelyn has spoken on panels at SXSW, Mozilla Fest and NASA. She is on the leadership council for South Bronx Rising Together, a founding Datanaut at NASA, and a board member at the

Bronx Business Incubator. Jerelyn has a degree in film studies from Columbia University.



**Hugh McGrory, Founder & CEO, datavized** brings expertise in film production, art, and technology to the world of immersive media. He was a partner at Culture Shock, consulting for clients including The National Film Board of Canada. In 2011 Hugh brought the partners together to create The Andy Warhol Film Digitization Project, featuring over 500 films by Warhol, developed in collaboration with The Moving Picture Company and Technicolor and described in the New York Times as “the largest effort to digitize the work of a single artist in MoMA’s collection.”

Hugh grew up in Derry, Northern Ireland. He co-founded the Belfast-based studio Make.ie in 2000 with an Ars Electronica-winning generative animation coder, was executive producer for the Northern Ireland Screen / UK Film Council ‘Deviate’ short film scheme, a teaching fellow at The Queen’s University of Belfast Film Studies Department, film acting tutor at The Gaiety School / National Theater School of Ireland, and was an award-winning director and producer of experimental films. He completed a Nano Imaging Residency with the CINEMA Microscopy Lab at Yale University School of Medicine in 2007.



**Noah Vadnai, Vice President, Product & User Experience, A+E Networks** manages a team of product managers and designers who develop mobile apps, Web sites, subscription video products, mobile games and other digital experiences. His team developed and launched A+E’s first direct to consumer subscription video services, Lifetime Movie Club and HISTORY Vault and led the A+E team’s transformation to user-centered, lean product development approach with a strong focus on a collaborative, data-informed product culture. His team is responsible for developing new and emerging platforms, including voice interfaces, VR/AR, machine learning and AI. Prior to A+E Networks, Noah was Vice President of VH1 Multiplatform Products at Viacom and Senior Director of

VH1 Mobile, and Director of MTV Networks Editorial Projects. He graduated with a BA in History from the University of Rochester and the Design Thinking Bootcamp at Stanford University.



**Tina Cheng, VR Academy Student, Lehman College**, is currently enrolled in Lehman College’s first virtual reality program. In 2017, Tina’s teams won First Place in Major League Baseball Advance Media Hackaton and “Best in Jame” at the Unity NYC VR Game Jam. Her skills from 11 years in publishing and another 3 years in interior design are easily applied to developing immersive environments. Tina enjoys learning about all walks of life and is engaging her son in diverse experiences such as scouting, golf and sewing.



**Michael Brenner, VR Academy Student, Lehman College**, is currently in the inaugural year of the offered program which focuses on both Virtual Reality and Augmented Reality. As a visual thinker and designer, he hopes this training will provide him with amazing opportunities that present new and creative professional challenges. He has presented his VR projects in various exhibitions such as at the New School and the Javits Center, and he has appeared on television news outlets. He previously graduated from SUNY Fashion Institute of Technology where he majored in Advertising Design with a minor in Creative Technology. His prior work experience as a lawyer in private practice, and his psychology degree from SUNY Binghamton, have both laid a foundation for his research, persuasion, and presentation skills.



**Jane MacKillop, Ph.D. Interim Dean, School of Continuing and Professional Studies at Lehman College** has worked in adult education programs in the UK and the US for over thirty years. Dr. MacKillop was the first director of the Adult Learning Center at Lehman College in 1987 and subsequently led programs for adults at CUNY's Central Office, York College and City College where she founded the Adult and Continuing Education program and was acting dean of the Center for Worker Education. Following a move to Purchase College (SUNY) where she was dean of the School of Liberal Studies, she returned to CUNY as associate dean at LaGuardia Community College for ten years and senior consultant to the Correctional Education Initiative. In November 2016 she became the interim dean of the School of Continuing and Professional Studies at Lehman College. Author of several books, white papers and articles on continuing education and workforce development, she has a BA in English literature, a Postgraduate Diploma in English as a Second Language and a Ph.D. in adult education from the University of Sheffield, UK. She serves on the board of the Continuing Education Association of New York State, where she is vice president.