

Brand Engagement in the Web3 Economy

Wednesday, April 6, 2022 | 11:15 am–12:30 pm | 1819 Innovation Hub, Suite 230 | FREE

In a web3 economy, corporate platforms with centralized data access are replaced with open-source, blockchain applications and tokens. In this new paradigm, individuals are in control of how much data they share about themselves and with whom they share it. Individuals set the terms for the monetization of their data, image, and activities on the Internet.

In this discussion sponsored by the Kautz-Uible Economics Institute, our panelists will share their perspectives on how companies and organizations can engage their customers and navigate a new world of NFTs, cryptocurrencies, and the Metaverse.

MODERATOR



Michael Jones
Kautz-Uible Prof. of Economics
University of Cincinnati

Michael Jones is the Kautz-Uible Professor of Economics at the University of Cincinnati. He's also the Academic Director of the Kautz-Uible Economics Institute and the Cryptoeconomics Lab. Michael earned his PhD in Economics from the University of Notre Dame. He has served on the Economic Advisory Group for JobsOhio, the Ohio Economic Roundtable, and the Ohio Economic Experts Panel.

PANELISTS



John Cunningham
Director of Athletics
University of Cincinnati

John Cunningham has cemented himself as one of the top leaders in college sports. Leading the Bearcats' response to the COVID-19 pandemic, he has also created the Next Level Success Fund for UC's student athletes and spearheaded Cincinnati's charge to obtain an invitation to join the Big 12. John has focused attention and resources on student-athlete-centric initiatives that prioritize the mental health and wellness of student athletes and has packed win after win into his time on Clifton Heights.



Phil Duncan
Global Design Officer
Procter & Gamble

Phil Duncan leads P&G's Global Design discipline in transforming the strategies of the company's ten product categories into superior, holistic consumer experiences. Working seamlessly from innovation to execution, his organization applies design thinking and technical expertise to all aspects of package, product, retail, digital, and environment design. Phil is also a key leader in P&G's Olympics program and in P&G Ventures, an entrepreneurial group within P&G that works with internal and external innovators and entrepreneurs to create new brands, technologies, and business models.



Sara Celi
Journalist & Bestselling Author
Freelance

Sara Celi is a journalist with several years experience in daily operations of local television, online media, and social media. She is also a published best-selling author and public relations expert. Sara is a supporter of the NFT community and has been educating her readers about the scene via her popular newsletter *The Crypto Connection*. She recently spoke at NFTxCincinnati's exhibition *UNFIT*—an immersive NFT experience that featured NFT works, panel discussions from industry experts, and educational resources.

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QUESTIONS?

Please contact Michael Jones at m.jones@uc.edu.

Event Address: UC's 1819 Innovation Hub is located at 2900 Reading Rd | Cincinnati, OH 45206.