

## Jason Mayden — CEO & Founder of Trillicon Valley

Have you ever noticed that Jason Mayden and Batman have never been seen in the same room together, at the same time? Suspicious, right? He has a lot in common with Batman too: Both men have their own day (Mayden's is March 17, in Austin, TX – if you want to add it to your calendar) and both consider themselves “a regular guy”, yet both work incredibly hard to make the world a better place for future generations, and both are making history.

While attending the College of Creative Studies in Detroit, MI, Mayden relentlessly pursued an opportunity to work at Nike, ultimately becoming the brand's first Black product design intern and Jordan Brand's first design intern in 2001. Upon graduating from CCS with a BFA in Industrial Design, Mayden returned to Nike where he designed iconic footwear, such as the Monarch, and digitally enhanced experiences for athletes such as Michael Jordan, Derek Jeter and Chris Paul. Over the course of his 13+ years at Nike Mayden led Design as Jordan Brand's Senior Global Design Director and digital product creation as Director of Innovation for Nike's Digital Sport division. At the height of his career at Nike, Mayden was accepted into Stanford University's Graduate School of Business as a prestigious Sloan Fellow, where he received his MS in General Management & Social Innovation.

In 2014, Mayden left Nike to return to the Silicon Valley as a d.Fellow at Stanford University's Hasso Plattner Institute of Design aka the d.School and as the first Designer-In-Residence at the world renown venture capital firm, Accel, where he researched, incubated and launched the generation-shaping award-winning enterprise, Super Heroic. Often regarded as the first kid-centric play performance brand to design and build a multi-modal system of play, Super Heroic's mission was to “entertain, delight and surprise every child in the world through imaginative, and interactive play.” During the lifespan of the company, Super Heroic was awarded two official city proclamations in Stockton, CA – December 2, and in East Palo Alto, CA – August 26. Both becoming “Super Heroic Day” and another set of dates for your calendar.

Currently Mayden is the CEO & Founder of Trillicon Valley, an award-winning design and strategy consultancy which specializes in new venture creation and multi-stakeholder partnership negotiations for Athletes, Entertainers and Global Creatives. Trillicon's past clients include the NBA, NFL, MLB, Disney, Google, Spotify, ESPN, Andressen Horwitz and Fear of God to name a few.

Mayden's mission has always been to share his superpowers, to use them for good and to help today's youth discover their own. Featured on multiple ‘most inspiring lists’, including Fast Company's 100 Most Creative People in Business and EBONY Power 100, Mayden's being celebrated as one of the most inspiring and influential leaders who is impacting our world today. He remains a highly sought after thought leader and lecturer on the topics of social justice, youth advocacy, design, innovation and ethical entrepreneurship. He regularly speaks at conferences, universities, and corporate workshops around the world, where he continues to share his inspiring personal story and mission to build stronger children rather than fixing broken adults.