

## NARRATIVE BIO

**Blaed Spence is a writer, innovator, and strategist with a deep bench of experience in communications, connective relationships, and activism.** Raised in Berkeley by a physicist and an educator, Blaed grew up surrounded by scientists, nerds, artists, and revolutionaries ... which pretty much explains everything.

Blaed began her media career as a summer stringer for the **Los Angeles Times**. But her stint as an assistant at the **Apple Multimedia Lab** sharpened her focus. Exposed to the Lab's advances in interactive storytelling guided by Dr. Kristina Hooper-Woolsey (recognized as the mother of multimedia), Blaed found her passion for science, innovation, storytelling, and culture were ignited. This soon led her to become one of the founding partners and senior editors of **Wired magazine**. At *Wired*, Blaed devoted seven human-years (and about 57 internet-years) to creating and building the magazine while also driving the brand's ambitious plans online (**HotWired**) and on air (**MSNBC**). Following her tenure at *Wired*, Blaed became a creative director and senior writer at **Purple Moon**, an award-winning Silicon Valley gaming company incubated by Paul Allen and **Interval Research**. Blaed's contribution spanned creational world-building, puzzle and game design, character development, script writing, product development, voice casting, VO direction, plus sales and marketing content for all collateral. After Purple Moon was purchased by Mattel, Blaed became the director of dynamic programming for **Ninth House Network** — a subscriber-based management-training network that was first-to-market in delivering rich, interactive storytelling to the desktop based on original content from such thought leaders as Tom Peters, Lorraine Segil, Ken Blanchard, and Peter Senge.

After leaving Ninth House to pursue a wider professional scope, Blaed became an ideator, creative strategist, and storytelling lead at **4word** content collaborative. There she worked with respected **futurist think-tanks, branding agencies, and national ideation firms** to facilitate breakthrough creative, product, and content development for Fortune 100 companies and boutique concerns. A short-list of major clients includes corporations such as **Allstate** and **Visa**; futurist think-tanks such as Paul Saffo's **Institute for the Future** and Beijing University's **Center for the Future of China**; educational institutions such as **Caltech** (the California Institute of Technology); agencies including **Ogilvy Chicago, Sterling Brands New York, Pearlfisher**, and **BrandIQ**; as well as national research and science consortiums including the **Lawrence Berkeley National Laboratory**. Additional projects encompassed ghostwriting for C-suite executives, book-proposal writing, book editing, speech writing and editing, plus coaching and media-training presenters to ready them for speaking gigs, media, and public appearances. After 4word, Blaed became the Director of Innovation at **Emerge Interactive**, where she helped drive innovative thinking, storytelling, and brand-presencing, while spearheading the company's first holistic communications and editorial platform.

Currently, building on a lifetime of activism and political organizing for Greenpeace, Nuclear Free America, Earth First!, Planned Parenthood, the NAACP, and the Reclaiming Collective, Blaed sits on the Interfaith Peace and Action Collaborative (**IPAC**) in Portland, Oregon. Blaed has envisioned and is now driving an initiative that will bring 21<sup>st</sup>-century social innovation to the Portland Police Bureau in an effort to facilitate measurable peace-building within and across key communities.

Blaed's internal guideposts are simple: **innovation with integrity, creativity toward consciousness, storytelling for social responsibility.**

An alum of the **San Francisco Conservatory of Music**, the **University of California Los Angeles**, and **Dominican University**, Blaed has worked in digital, print, radio, stage, and television. Her degrees cover **English Literature, Journalism, Creative Writing**, and the traditional, bardic artform of **Storytelling** through performance. Beyond that, Blaed's a die-hard space and science nerd, a bookworm, a meditator, and a standard-bearer for self-effacing humor and politeness (it's baked into the Canadian genes). She's always been obsessed with maps, but she's currently obsessed with *The Last Kingdom* (a BBC TV series), and the new-to-her sport of competitive rowing.