

NARRATIVE BIO

Blaed Spence is a seasoned storyteller, ideator, and innovator. Raised by an educator and a physicist in a family of professional artists and musicians, Blaed spent her childhood surrounded by easels and musical instruments, computers and slide rules ... and still managed to come up in the world as a trouble-making tomboy.

Blaed's professional experience in media began as a summer stringer (reporter and journalist) for the **Los Angeles Times**. Not long thereafter, she was invited to join the **Apple Multimedia Lab**, where she witnessed and supported key advances in interactive storytelling under the astute direction of Dr. Kristina Hooper-Woolsey (recognized as the mother of multimedia). Later, as one of the founding partners and senior editors of **Wired magazine**, Blaed devoted seven intensive years to creating and building the magazine, while driving the brand's ambitious plans online (**HotWired**) and on the air (**MSNBC**). Following her tenure at *Wired*, Blaed became a creative director and one of two senior writers at **Purple Moon** — an award-winning Silicon Valley gaming company and the first viable business to spin out of **Interval Research**, Paul Allen's celebrated Palo Alto think-tank. There, Blaed envisioned, created, and developed first-in-category transmedia experiences. Her contribution included creation of the brand's beloved characters, multiple narrative and story arcs, game and puzzle design, elements of the brand's rich online world, shooting scripts, and interactive screenplays, as well as marketing, package, romance, catalog, and instruction-set copy across all media. After Purple Moon was purchased by Mattel, Blaed became the director of dynamic programming for **Ninth House Network** — a subscriber-based management-training network. Ninth House's unique pedagogy, built upon original content from such thought leaders as Tom Peters, Ken Blanchard, Peter Senge, Lorraine Segil, and David Allen, utilizes Hollywood-quality production values in delivering rich, interactive storytelling to the desktop as part of a robust catalog of specifically targeted learning modules.

After leaving Ninth House in order to pursue a wider scope of creative endeavors, Blaed became an ideator, creative strategist, and storytelling lead at **4word** content collaborative. There, she worked with respected **futurist think-tanks**, incubators, and **national ideation firms** to facilitate breakthrough content, creative, and product development for various Fortune 100 and boutique companies as a member of various diverse, cross-functional innovation teams. A short-list of 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); branding agencies such as **Ogilvy Chicago**, **Sterling Brands New York**, **Pearlfisher**, and **BrandIQ**; as well as national science and research concerns including the **Lawrence Berkeley National Laboratory**. Additional projects encompassed ghost-writing for C-suite executives and notable futurists, book-proposal writing, collaborating with published authors on conference speeches, plus coaching and media-training authors and presenters to ready them for public appearances and press tours. After 4word, Blaed became the Director of Innovation at **Emerge Interactive**. There, she inceptioned and spearheaded the company's first holistic communications and editorial platform. Blaed worked with a talented, cross-functional team to drive transformational and innovative thinking, storytelling, and branded public-presencing across all media.

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

An alum of the **San Francisco Conservatory of Music**, the **University of California Los Angeles**, and **Dominican University**, Blaed's degrees cover **English Literature**, **Journalism**, **Creative Writing**, and the traditional, bardic artform of **Storytelling**. Her work brought **Shamanic Storytelling** to San Francisco in the 1990s. Beyond that, she's a lifelong science and space nerd, an activist, a bookworm, and a champion of 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 show *Broad City*, and *Syllabus*, the book by Lynda Barry.