



American Program Bureau, Inc.
A Global Speaker, Celebrity & Entertainment Agency

Mindie Kaplan

Founder/CEO of Rated VR & Tech Marketer

Mindie Kaplan is considered tech royalty as a serial entrepreneur, brand consultant, VR/AR specialist, tech wizard and digital media exec. Her huge following and a background in technology and branding for Microsoft, Nissan, and several others has made her a trusted thought leader. Kaplan's career launched 15 years ago in the corporate world and later became the creator and host of the *Chicago Sun Times* series, "Happy Hour with Mindie," and she has since become well known interviewer and blogger.

As an early adopter of virtual reality, Mindie is leveraging the new technology to reach audiences in an exciting and creative way. In her newest web series for various publishers, Mindie combines her exceptional journalism skills with her knowledge of emerging technology to interview fellow web stars in unique environments, such as inside a hot air balloon shot in virtual reality. She is also the CEO and Founder of Rated VR, a strategy agency that helps companies and agencies integrate their brand narratives into the new technology. Mindie continues to leverage emerging trends through a media perspective to create engaging opportunities for both viewers and clients.

Mindie is also an expert on augmented reality, mixed reality and artificial intelligence, which allows her to explain complex subjects to anyone and connect with a variety of audiences. She is a passionate advocate for women in tech and believes that diversity can benefit the workplace in addition to creating an environment that nurtures creativity and efficiency. Whether she's speaking or moderating a panel, her cutting edge insights into new media and the future are valuable for professionals from every industry.

Topics:

- A Conversation with Mindie Kaplan, the VR Whisperer
- Future Scoping - Intersection of Tech & Marketing (VR, AR, MR)
- Girl's Guide to being a Female Founder - Tips & Tricks of the Trade
- Interactive Tech Talk - With Robot Guest!
- "Happy Hour" Style Interviews with Executive Team on Stage
- Moderator for Panels