

B I O G R A P H Y

Laurie Dean Baird

Executive in Residence, Media and Entertainment at the Georgia Tech, Institute for People and Technology

Managing Director at Laderium Media Group

Laurie is a knowledge resource with a deep understanding of the challenges and opportunities that lay ahead for global media, providing technology insights and content strategies across mobile, digital and broadcast platforms.

Her experience is drawn from 20 years in corporate strategy, business development and R&D supporting the Time Warner family, including Turner Broadcasting, HBO, Warner Brothers, as well as ESPN, AT&T, among others. At Georgia Tech, she defines industry engagement models for attracting and managing media partnerships, and identifies relevant research opportunities from content creation (intelligent narrative, HCI / UI, gaming), consumption (interactive TV, social engagement, companion apps, wearable tech), amplification (real time analytics, personalization, 'big data'), and distribution (efficiency, cloud services, intelligent network).

Ms. Baird advises several domestic and international organizations. She is Vice President of WICT Southeast, Research Fellow at the Futures of Entertainment and has served on the boards of the MIT College of Humanities, Georgia Tech GVU Center, Stanford University mediaX, and University of Southern California Stevens Institute for Innovation. She has repeatedly been named one of the Most Powerful Women in Cable Technology by WICT and CableFax Magazine and named a finalist for Women in Technology Woman of the Year. Baird earned a BS in physics (digital media) and BA in sociology (film) from St. Lawrence University, and a SM (MBA) from the MIT Sloan School of Management.