



Chris Valentine, Founder

Chris Valentine is the founder of the Internet of Senses Institute, a collective of thought leaders, inventors, and early adopters dedicated to building a vibrant community of entrepreneurs, executives, policymakers, and researchers ready to propel the innovation promised by the digitization of the five senses — hearing, sight, smell, taste, and touch. Launched in 2021, the Institute embodies Chris' passion for bringing communities together to enhance and move forward the development of technology innovation.

Envisioning the future of digitized human senses

In addition to the institute, Chris is the founder and CEO of Adeo InterActive, a full-service event production firm based in Austin, Texas. In his 25 years of experience in event production, Chris has created a variety of products designed to help companies achieve their unique, tech-related strategic goals while managing high-profile global innovation events for prominent clients, including AARP, Kau' man Foundation, NASA, Turner Entertainment, and Inventures Canada.

Chris also serves as the Event Producer for SXSW Pitch, a cutting-edge startup competition where companies from around the world compete and showcase leading technology innovations.

Since 2009, SXSW Pitch has showcased more than 647 startups, with 93% of them receiving combined funding of almost \$23.2 billion and 17% being acquired by Google, British Telecom, Huffington Post, Apple, Twitter, Live Nation, OpenTable, Facebook, and Harmon. Some of the prestigious alumni include Siri, Klout, ICON, Hipmunk, Wildfire, Tubemogul, Foodspotting, and Tango.

Previously, Chris developed and published a monthly Global Startup Network newsletter, that provided information and data on startups and technology ecosystems from around the world, sourced from 200+ international news sources.

An Austin resident since 1988, Chris volunteers at several non-profit organizations. Since 2006, Chris has served as the Executive Director for the Busby Foundation, a non-profit that provides support and resources for Central Texas families who are facing ALS (also known as Lou Gehrig's Disease). In this role, Chris leads the organization's efforts to increase awareness about the disease and raise funds primarily through the charity's two annual events – the Lone Star Crawfish Festival and the Rock & Roll Golf Classic. Today the organization has over \$1.2 million in its gifting fund and has gifted over \$1 million to ALS families in the Central Texas area.

Chris is a graduate of Concordia University Texas, where he earned Bachelor of Arts degrees in both Communication and Behavioral Science. In his free time, Chris enjoys spending time with his wife and son, watching English Premier League soccer and classic movies, and traveling the world.



“The best way to predict the future is to create it.”