

FOR IMMEDIATE RELEASE

PHOTO COURTESY OF ADAM LAVINE

PHOTO CAPTION: Las Positas College is hosting business leader Adam Lavine who will present a talk, "Entrepreneurship in the Age of Mobile and Digital," as part of the 4th Annual Business and Entrepreneurship Speaker Series. The event will be held at 6-7:15 p.m. on Monday, Nov. 14, in the Multi-Disciplinary Building Lecture Hall, Room 2420. Presented by the college's Business Studies Program, the series is free and open to the public. Parking is \$2.

**Las Positas College to Present Talk by Local Entrepreneur, "Entrepreneurship in the Age of Mobile and Digital"**

*LIVERMORE, Calif.*— What does it mean to be an entrepreneur, marketer, educator and student in today's fast-paced digital and mobile world? This question and more will be addressed at an upcoming presentation in Las Positas College's 4th Annual Business and Entrepreneurship Speaker Series.

San Ramon based entrepreneur Adam Lavine will present a talk, "Entrepreneurship in the Age of Mobile and Digital," at 6-7:15 p.m. on Monday, Nov. 14, in the Multi-Disciplinary Building Lecture Hall, Room 2420. Presented by the college's Business Studies Program, the series is free and open to the public. Parking is \$2. Seating is limited; early arrival is encouraged.

Lavine is the CEO of FunMobility, an award-winning digital experience innovation company that connects brands and audiences through engaging mobile content. His work has reached more than 60 million consumers spanning 15 billion unique interactions for brands, including Chiquita, Pepsi, Regis, Ace Hardware, 3M, Comcast, O'Reilly Auto Parts, Gallo Winery and many more.

"Adam is a passionate, experienced, creative and results-oriented entrepreneur with deep experience in multi-channel mobile engagement, digital experiences and advertising," said Business Studies Program Coordinator Lisa Taylor Weaver, Ph.D. "He has a customer-first mentality and creates value by delighting customers. I am sure he will delight audience members as well during his talk at Las Positas College."

Prior to FunMobility, Lavine was founder and CEO of Specular International, a 3D graphics and animation software company used by Disney, ABC Television and Industrial Light and Magic. Specular's flagship Infini-D software inspired fans such as filmmaker J.J. Abrams and musicians Ace Frehley and Herbie Hancock. Specular was sold to a publicly traded company, MetaTools, where Lavine worked on streaming 3D technologies before leaving to found FunMobility.

Before Specular, Lavine was an animation instructor at the University of Massachusetts at Amherst, and produced and directed animations for the National Science Foundation. He graduated cum laude from the university with degrees in English and educational computer animation. He worked his way through college as an internationally touring juggler and magician.

Lavine is the founding chair of the Mobile Marketing Association's Mobile Coupon Standards Committee and chairman of Motzie Inc., a mobile recruitment and talent acquisition company.

The Business and Entrepreneurship Speaker Series brings Bay Area business leaders to campus to share their expertise with students and the community. Business Studies, the most popular major at Las Positas College, offers degree and certificate programs, career and workforce training and transfer preparation to four-year colleges and universities. Programs include Business Administration, Marketing, Accounting, Administrative Medical Assistant, Bookkeeping, Business Entrepreneurship, Retailing, Retail Management and Supervisory Management.

- LPC -