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Crack the Crowd's Dan Baird To Speak At The FundIt Conference,
April 26, 2016



Las Vegas, NV—April 1, 2016—FundIt, the Crowdfunding Compliance, Marketing & Technology Conference, announced that Dan Baird, CEO of Crack the Crowd, will be on a panel to address how issuers can prepare their marketing strategies to position themselves for success.

The FundIt conference will take a deep dive into new rules, and how crowdfunders can stay compliant and succeed in the technology-driven securities business. The conference will also feature special sessions devoted to compliance, marketing and technology for 506(b) and 506(c), Reg A, and Regulation Crowdfunding. Keynote speakers and panelists will include industry leaders, regulators, subject matter experts and service providers.

About Dan Baird:

Dan Baird is the CEO of Crack the Crowd, a crowdfunding strategy and marketing firm. He is also a product design and launch specialist. Dan began his entrepreneurial career at 19 as a co-founder of LoveSac, and later led strategic initiatives as a part of ConAgra's Marketing Innovation group for some of the country's largest household names. In 2013, Dan joined Crowdfunder, a crowdfunding "software as a service" that has launched over 60 crowdfunding platforms (including the first equity platform to hit 1 billion dollars in offerings) and advises, invests, and consults startups. Dan received a BA from the University of Utah and an MBA from Thunderbird in Global Branding and Entrepreneurship.

About Crack the Crowd:

Crack the Crowd is a strategy and marketing firm that demystifies crowdfunding for ventures launching platforms and equity campaigns. To learn more, please visit www.CrackTheCrowd.com.

About FundIt:

FundIt, a Crowdfunding Compliance, Marketing & Technology conference is scheduled for April 26-27 at The Bellagio, Las Vegas. The event provides the opportunity for face-to face meetings, networking, education, information exchange, and the business development opportunities.

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