

Gabi Barragan  
media@CrackTheCrowd.com  
Office: 801-316-3564

Crack the Crowd's Dan Baird To Speak At The  
Thunderbird Independent Alumni Association's Annual Conference

# THUNDERBIRD

## INDEPENDENT ALUMNI ASSOCIATION

**Salt Lake City, UT—June 1, 2016**—Dan Baird, CEO of Crack the Crowd, will be participating in the annual Thunderbird Independent Alumni Association (TIAA) conference, to be held in New York City on June 11th. Dan Baird, along with Jason Best, Co-Founder and Principal at Crowdfund Capital Advisors will present on “How to Navigate Raising Capital or Privately Invest Through Crowdfunding.”

This year's conference theme, “Calming the Chaos” has been designed to help alumni make smart decisions in chaotic business environments. Gabi Barragan, Crack the Crowd's Director of Marketing, and Sherwood Neiss, a Principal at Crowdfund Capital Advisors, and Partner at Crowd Capital Ventures (both Thunderbird alumni), will join the presenters on a panel on crowdfunding. The Honorable Kevin Rudd, President of the Asia Society Policy Institute and former Primer Minister of Australia, will give the keynote on “Creating Alternative Futures for US-China Relations.”

### **About Dan Baird:**

Dan Baird is the CEO of Crack the Crowd, a crowdfunding strategy and marketing firm. 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 launched over 60 crowdfunding platforms (including the first equity platform to hit 1 billion dollars in offerings). 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, specializing in advising ventures launching platforms and equity campaigns. To learn more, please visit [www.crackthecrowd.com](http://www.crackthecrowd.com).

**About Crowdfund Capital Advisors:**

Crowdfund Capital Advisors offers comprehensive crowdfunding and early stage finance advisory services for governments and multilateral organizations, crowdfunding technology companies, and investors. CCA Principals, Jason Best, Sherwood Neiss, and Zak Cassady-Dorion wrote the framework for the Jumpstart Our Business Startups (JOBS) Act, that was signed into law by President Barack Obama in 2012. They are also the authors of *Crowdfund Investing for Dummies*. Both Jason and Sherwood are graduates of the Thunderbird School of Global Management.

**About TIAA:**

The Thunderbird Independent Alumni Association (TIAA) is the alumni association for graduates of the Thunderbird School of Global Management. By alumni and for alumni, TIAA hosts events and networking opportunities all over the world dedicated to preserving Thunderbird's culture, network and mystique.

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