



Kristian Andersen

Position **President**

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Kristian Andersen works with entrepreneurs and business leaders to design compelling brand experiences, create new business models, and innovate new products and services.

Kristian's clients range from venture-funded start-ups to established members of the Fortune 500. During the course of Kristian's professional career he has consulted in the advertising, entertainment, technology, healthcare, professional services, and communication industries. Kristian routinely serves as an advisor to businesses and not-for-profits looking to strengthen their position in the marketplace through intelligent branding and experience design strategies.

Kristian also serves as a managing partner at Gravity Ventures, an Indianapolis-based, seed-stage venture fund that makes investments in technology and technology-enabled businesses. Additionally, he is the co-founder of several software companies including: Pathagility, TinderBox, and Gravity Labs.

Kristian received his BA in design from Anderson University and has completed additional study in digital and industrial design at Carnegie Mellon University. In 2005 Kristian was one of forty design executives in the nation who were selected to attend the Harvard Business School Design Leadership Program.

Kristian serves on the board of, Chicago-based, Apparel Media Group and formerly served as the Chairman of the Board for the Harrison Center for the Arts, located in Indianapolis. In 2008 he was included in the Indianapolis Business Journal's "Fourty under 40" list, featuring individuals that have made their mark in the business world prior to their 40th birthday. In 2005 and 2006 Kristian was recognized as a finalist for Indy's Best & Brightest awards, which honors those outstanding professionals making significant business contributions throughout the region. Kristian is a member of the AIGA and the Design Management Institute. Kristian is actively involved as a member of Christ Church Conway, located in Conway, Arkansas.

A native New Yorker, he resides in Indianapolis, Indiana and Conway, Arkansas with his wife Brandi and their children Scout, Daisy, and Indiana.

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