



Alan Zack

President, Lollipop Labs

Alan thrives on sparking imagination and unlocking potential within young innovators to change the world. Recognized as one of the Top 100 Visionaries in Education, he is the President of Lollipop Labs, the leading organization designing custom programs to engage and inspire the younger generations to solve real-world problems using innovation and their STEAM knowledge. Through his dynamic background in storytelling, brand development, innovation strategy, design thinking, and community engagement, Alan has built a career igniting bold thinking and delivering impact. He is driven by purpose with a passion for making the impossible possible.

Prior to Lollipop Labs, Alan developed critically acclaimed initiatives through leading youth engagement and foundation marketing at XPRIZE, the global leader in crowdsourcing innovation through incentivized competitions. He started his career in various management roles creating effective programs within some of the world's most iconic and well-respected brands including The Walt Disney Company, Mattel, and Activision/Blizzard.

**SATURDAY
MAY 4**

3:00 PM

PROFESSIONAL TRACK

Esports Best Practices for Colleges

