



## Kevin Allen, Ph.D

Founder & CEO

Emotified

E I Games Corporation

[https://en.wikipedia.org/wiki/Kevin\\_Allen\\_\(author\)](https://en.wikipedia.org/wiki/Kevin_Allen_(author))

### **Storied Advertising Career**

Publishers Weekly called him the “*Modern day mad man*,” others the “*Billion-dollar man*” and still others the “*Priceless pitch man*.” Kevin led a storied career at the top of ad giant McCann WorldGroup. There he led the development of the *Priceless* platform for Mastercard. Later, he was named Chief Growth Officer at the Interpublic Group of Companies. He has worked with marketers around the world in countless categories—everything from Johnson and Johnson to China Mobile. Kevin was a key advisor to NYC Mayors and an early player in New York City’s renaissance. He was a member of the board of the AIDS quilt during one of its most momentous times.

### **Award Winning Ed-Tech Entrepreneur**

Kevin is Founder & CEO of E I Games, creators of online simulations and courseware in Emotional Intelligence business skills, in topics including Leadership, Diversity, Project Management, Entrepreneurship, Communication, in use at companies such as Google, Oracle, Expedia, and Universities like Arizona State, the Duke University and the Harvard School of Design.

### **Best Selling Author in Emotional Intelligence**

He is author of Wall Street Journal Bestseller, *The Hidden Agenda: A Proven Way to Win Business and Create a Following*, and emotional intelligent leadership work entitled, *The Case of the Missing Cutlery*, *A Leadership Course for the Rising Star* and his contribution to gamification thought leadership, *Emotify! The Power of the Human Element in Game-Based Learning*, *Serious Games and Experiential Education*.

### **University Professor and Lecturer**

Kevin Holds a PhD in Management specializing in Organizational Psychology, and a Master’s Degree in Marketing. He an Adjunct Professor of Marketing and Advertising at Florida Atlantic University. His is a Fellow at Ball State University, a visiting lecturer at North Carolina State, Grinnell College, and the Harvard School of Design. He is an Advisory Board member of the Graduate business program at the University of Phoenix Global Campus and the Wilson Center at Grinnell College.