

# **Ryan Unger**

**Co-Founder & CTO at Punchkick Interactive**

Chicago, IL, US

Co-Founder & Chief Technology Officer, Punchkick Interactive

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## **Biography**

Ryan Unger is the co-founder and CTO of Punchkick Interactive, a mobile strategy and innovation firm that has worked closely with 18 of the Fortune 100 to create engaging mobile initiatives. Ryan has dedicated nearly a decade to emerging technologies, and in that time he's spearheaded mobile efforts for many of the world's most well-recognized brands including Harley-Davidson, Allstate Insurance, UPS, and Microsoft.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

IT Services/Consulting, Recruiting, Human Resources, Media - Online, Wireless, Information Technology and Services, Design, Corporate Leadership, Advertising/Marketing, Internet

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## **Areas of Expertise**

Social Media, Design, Innovation, Advertising, Marketing, User Behavior, Mobile Marketing, Mobile Strategy, Recruiting, Mobile

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## **Affiliations**

Entrepreneurs' Organizations (EO)

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## **Sample Talks**

### **Designing for Happiness**

Drawing on several years of experience in helping build products and interactive campaigns for some of the world's largest brands, Ryan will walk through some keys to building campaigns, apps, and interactions that best give brands, clients, users, customers?people?the thing we all want more than downloads and retweets and page views and shipped widgets. Happiness.

### **The Five Degrees of an Unfair Competitive Advantage**

Analysis of the behavioral-interactions of mobile job seekers illustrates the importance of making personalized connections, and not flooding candidates with job post after job post. In this session, Punchkick Interactive co-founder and CTO Ryan Unger, will provide insights into how your brand can utilize mobile devices and user-behavior analytics to better understand your on-the-go candidates, thereby offering a more effective recruiting experience.

### **If You Like Big-Data, & Getting Caught In The Rain...**

As consumers immerse themselves deeper into a digital lifestyle?inclusive of mobile, tablet, and desktop?it has become evermore crucial for companies to find the right tool to reach modern, diverse audiences. When you can call upon focused insights about your consumer?s tastes and needs, you drive the highest possible conversion within the lowest threshold of time investment. An abundance of user data allows brands to find creative ways to meet consumers at the inception of interest....

### **People Don't Know What They Want Until You Tell Them.**

In today's world of iPhones, iPads, Tesla S', and GoPro cameras that can be sent to space, it's clear that consumers don't know what they want until you dazzle them with the answers to problems they never knew they had. Apple's infamy for secrecy has inspired companies around the world to think differently about end users, with focus shifting away from solving today's problems in an effort to hedge for tomorrow's evolution.

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## **Event Appearances**

### **Designing for Happiness in a Geo-Aware World**

Mobile Masterclass

### **Panelist ? The Mobile Recruiting Outlook for 2014 & Beyond**

The Mobile Recruiting Conference

### **Creating An Unfair Competitive Advantage With Mobile Design**

The Mobile Recruiting Conference

### **How to Build Happiness, Not Apps**

American Marketing Association's Annual Marketing Conference

### **What's a Conversion Anyway? The New Metrics Of Context**

Mobile Insider Summit

### **If You Like Big Data, And Getting Caught In The Rain...**

Techweek Chicago

### **Maximizing Your Talent Acquisition Strategy With Mobile**

HR & Workforce Analytics Innovation Summit

**Mobile Web App Performance Optimization: Middleware Best Practices**  
Private Corporate Event

**Entrepreneurship and Mobile Marketing**  
Northwestern University in Qatar

**Effectively Integrating Mobile Marketing**  
iStrategy Chicago

**The Mobile Recruiting Conference**  
mRecruitingcamp

**How Smartphones are Becoming the New Candy Bar for Content Consumption**  
Untether.tv

**Navigation Design for Mobile**  
Design for Mobile Chicago

**Why You Should be Integrating Mobile at the Start of a Marketing Campaign**  
Public Relations Society of America

**How to Integrate Mobile into your Marketing Strategy**  
HMC's Mobile University

**Mobile & Augmented Reality**  
Magnet Chicago

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## **Education**

**Kent State University**  
Bachelor of Arts & Master of Arts Visual Communication Design

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## **Accomplishments**

### **Barefoot Marathon**

During 2012 Ryan completed the Chicago Marathon, running approximately 17 of the 26.2 miles while barefoot.

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## **Testimonials**

**Kelly Moran**

Ryan Unger certainly enhanced the AMA's Annual Marketing Conference! He was wonderful to work with and delivered a dynamic presentation that was very well rated by attendees.

**James Cameron**

"Ryan Unger is a great presenter who arrows in on the key trends and market conditions that impact mobile strategy."

**Steven Smith**

Ryan was an excellent moderator who knew how to listen to his panelists and engage in real follow ups not just Q&A by wrote. He drew out all of the participants and got them to engage one another not just him. All of these qualities are what make for a superior panel.

**Rose Riley**

Thank you for presenting at the HR & Workforce Analytics Summit in Chicago last week. It was great to have you included in the summit and I hope you enjoyed the two days. The presentations were really well received, so thank you for your contribution towards a successful event.

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