

Bran Ferren

Co-Founder and Chief Creative Officer, APPLIED MINDS

Bran Ferren, a designer and technologist, is Co-Founder and Chief Creative Officer of Applied Minds LLC, which invents and prototypes high technology products and innovative business concepts for the aerospace, defense, intelligence, automotive, architecture, computing, and consumer products sectors. He is former President of Research & Development and Creative Technology for the Walt Disney Company where he was responsible for advanced technology and innovation projects, company-wide. Prior to that, he was President and Senior Designer for Associates & Ferren, a company Disney acquired in 1993. He works primarily as lead concept designer, systems engineer, and technologist, and is named inventor on approximately 300 current and pending US patents.

Bran is an Oscar-nominated film visual effects designer and an award-winning Broadway special effects, lighting, and sound designer. Other conceptual design work includes World's Fairs, theme parks, music tours, buildings, interiors, command centers, special purpose vehicles, and exhibits. Design engineering and technical clients include the Walt Disney Company, Northrop Grumman, Lockheed Martin, General Motors, IBM, Warner Communications, Sony, Herman Miller, and Intel Corporation. He is a member of the Academy of Motion Picture Arts & Sciences as well as the Academy of Television Arts & Sciences.

He has been a senior advisory board member or consultant for science, advanced technology, and innovation to the NSA, CIA, NRO, NGA, FCC, SEC, US Navy, US Army, US Air Force, Joint Chiefs of Staff, and the US Senate. Current/recent clients also include the Library of Congress, the Smithsonian American Art Museum, United States European Command, and the US Air Force Research Lab.

Bran's work has been exhibited at the Museum of Modern Art in New York City, and he is a winner of the Wally Russell award for lifetime achievement in Lighting Design, and the Kilby Award for contributions to society. A popular guest lecturer, Bran has addressed over 150 professional groups in the entertainment, business and scientific communities. He was named in Fast Company magazine as one of the 100 Most Creative People in Business, 2011.