Gabi Barragan
media@CrackTheCrowd.com
Office: 801-316-3564

Dan Baird To Seaks At Utah Crowdfunding Conference on April 28, 2016

Salt Lake City, UT—April 1, 2016—Utah Crowdfunding Conference, presented by SBDC Salt Lake, has announced that Dan Baird, CEO of Crack the Crowd, will provide a presentation to address rewards and investment-based crowdfunding at the upcoming conference at the conference on April 28th.

The conference will provide a full-day of engagement for entrepreneurs at any stage of crowdfunding a technology or product. This year, SBDC Salt Lake is introducing an innovative competition, whereby conference attendees will be able to vote live for their favorite crowdfunding campaigns, which will have recently launched prior to the conference.

About Dan Baird:
Dan Baird is the CEO of Crack the Crowd, a crowdfunding strategy and marketing firm. Dan began his entrepreneurial career at 19 as a co-founder of LoveSac. He later led strategic initiatives as part of ConAgra's Marketing Innovation group. In 2013, Dan joined CrowdEngine, a crowdfunding "software as a service" that has launched over 60 crowdfunding platforms (including the first equity platform to hit 1 billion dollars in offerings). Dan received a BA from the University of Utah and an MBA from Thunderbird in Global Branding and entrepreneurship.

About Crack the Crowd:
Crack the Crowd is a strategy and marketing firm that demystifies crowdfunding ventures launching platforms and campaigns. To learn more, please visit: www.CrackTheCrowd.com

About SBDC:
The Utah Small Business Development Center Network (SBDC) is the largest and most accessible statewide source of assistance for small businesses in every stage of development. The Network has 15 locations across Utah, including 10 regional centers and five service locations staffed by 30 team members. The Utah SBDC Network is a partnership between the state's colleges and universities, the U.S. Small Business Administration and the Governor's Office of Economic Development.

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