

# currency //

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## Team

Adam Mefford, Founder  
Benjamin Ariff, Digital Media  
Adam Riley, Content  
Russell Singer, Content

## Advisors

David Lai / Hello Design  
Dave Muyres / Johnson Controls  
Frank Byrne / formally UBS Mng Director  
Sean Arian / EOS Consulting



*The rise of the information economy has sparked an unprecedented shift in responsibility from the company to the individual. In order to make the most of our careers, we must invest in ourselves. Currency is that investment: a robust networking platform that combines traditional in-person events with today's digital connectivity.*

*Comprised of engaged professionals and entrepreneurs who aspire to take their work to the next level, Currency aims to compound innovation through the contextual exchange of ideas and resources across divergent industries.*

Currency [human capital exchange]

**Membership Profile: 1,550 email subscribers**

**Our Los Angeles audience is comprised of professional creatives from industries such as gaming, film and architecture, joined by finance and legal professionals, policy makers and researchers.**

**Developers: 20%**  
**Business Development: 30%**  
**Design / Marketing: 20%**  
**Investors / Finance: 10%**  
**Academic: 10%**  
**Press: 10%**