Guest Speakers

2018 Festival of Ideas:
“The Entrepreneurial Spark in Liberal Arts”

Chris Christian
Vice Chairman/Owner of Dallas Wings
Songwriter, Record Producer/Executive

A Christian Music Hall of Fame and West Texas Music Hall of Fame inductee, Chris Christian is an award winning songwriter, record producer and record label executive. A successful entrepreneur, Christian is vice chairman and managing partner for the WNBA Dallas Wings. Christian became a team owner in 2009, and played a key role in bringing a WNBA professional basketball team to the Dallas-Fort Worth area in 2015. With more than 30 years in the music industry, Christian received 9 Grammy Award nominations as a music producer with 4 wins. Christian is also responsible for starting the career of Amy Grant, and produced over 100 albums that have sold more than 10 million copies. As an Artist, he has 3 Top 10 Billboard singles and released 16 albums. Christian has written jingles for Fortune 500 companies such as Coca-Cola, GMC, Frito-Lay, Chick Fil-A, and McDonald’s. A prolific songwriter, he has written over 3000 songs recorded by mega-stars like Elvis, Olivia Newton-John, Natalie Cole, Amy Grant, BJ Thomas, Pointer Sisters, Al Jarreau and many more.

G. Scott Cook
Coordinator, Studio CreaTec

G. Scott Cook has served as the Coordinator of Studio CreaTec and taught Information Visualization, Web Typography, and Emerging Technology Studio courses as an assistant professor of Visual Communication at the University of Texas at Arlington since 2015. As a nationally and internationally shown studio artist and designer, his works in the media of Interactive Design, Print, Drawing, Audio Recording/Performance, and Installation tend to engage community/place-building, layers of connection informed by correspondence, change through time and distance, acceptable loss, broken-ness, and reconstitution. His studio and teaching practices revolve around the creative application of Art/Design principles to emerging technology/digital fabrication, and the building of opportunistic bridges/community between traditional Visual Communication/Design and expanded artist practices in interactivity, programming, generative design, physical computing, sound, bespoke electronics, and making machines that make art.
Micka Alves  
**Student Entrepreneur**  
Graduated from Byron Nelson High School in Denton County, Texas. She started a successful non-profit in high school to benefit young women who aspire to go to college, in partnership with Girls Inc. here in Arlington Texas. For her efforts, Micka was recognized as Entrepreneur of the Year by Keller ISD. She also co-founded a local custom design startup start-up which has grown to nearly 30 locations in Texas. She will graduate in May of this year from UTA with a degree in Legal History and Communication and will be on her way to Law School. She is heavily involved with the UTA Pre-Law Society and College of Liberal Arts.

Ryan Musselman  
**OpTic Gaming President**  
He is an early pioneer in the convergence of digital media and esports. As one of the original founders of OpTic gaming, he was instrumental in the development and scaling of Machinima’s 10,000-strong network of gaming influencers, prior to Google recruiting him to develop YouTube’s gaming and esports vertical. He now leverages his history of industry-defining expertise as Senior Vice President of Revenue for Infinite Esports & Entertainment, while continuing his role as President of OpTic Gaming.
Mr. Zeb Strong, Jr. was born and raised in Texas and graduated with a degree in Political Science from UTA in 1987 and attended Harvard University’s Management Development Program (MDP) in 2000. Zeb is a lifelong community activist and is active in many local and national charitable organizations. In 2001, Inroads of Dallas-Fort Worth named its highest honor after Zeb. The Zeb Strong MVP Award, was renamed for him due to his dedication to the organization, which selects minority students for Fortune 500 company internships. Zeb is currently Director of Recruitment Initiatives and Outreach Services at The University of Texas at Arlington.