

# GREG CRANDALL

Senior Vice President, Pico

Gregory's professional life began in Silicon Valley, where he spent 15 years specialising in content and event services for both Apple and Disney Imagineering. Since relocating to Asia over 20 years ago, he has founded his own agency, worked with the Pico Group and led several media companies. In 2017, he rejoined Pico to spearhead Pico+ Hong Kong, focusing on bridging content, data, technology and live experiences to help brands make deeper connections with a growing generation of digital customers.

Since 2020, he has been entrusted with overseeing the Group's Global Activation Team, with a focus on sports marketing, IP creation, World Expos and Olympics projects, brand festivalisation, project management, museum design. Today he works to drive solutions ranging from data analytics, business intelligence, audience tracking, social media, to e-Commerce, in-store and interactive technologies, face recognition, virtual events, virtual reality, augmented reality, artificial intelligence, metaverse, and theme park design and operations.

