



**Center for Research in
Technology & Innovation**
at the Kellogg School of Management

FINAL

Innovation Meets the Arts at Kellogg School of Management ***Jeffrey Ernstoff Named "Creative Director"***

EVANSTON, Ill., April 7, 2008 – The Center for Research in Technology & Innovation (CRTI) announces writer/musician Jeffrey Ernstoff as Creative Director of the Kellogg Innovation Network (KIN). This announcement adds yet another dimension to the Kellogg School, consistently ranked among the nation's top three business graduate schools by BusinessWeek and The Economist.

Founded in 2003 by Robert C. Wolcott, Ph.D., the KIN is an unprecedented leader in exploring cross-industry innovation and best practices among its members – executives from diverse Fortune 500 companies as well as emerging businesses.

Contact:

Kristen DaRosa

Kellogg School of Management

2001 Sheridan Road

Evanston, Illinois 60208-2001

United States

P: 847.924.2630

k-darosa@kellogg.northwestern.edu

"Jeffrey was a natural choice for us," said Wolcott. "He has a rare ability to adapt creative strategies in the arts to business. And more importantly, he articulates these insights with a keen intellect, engaging demonstrations and a great sense of humor."

A member of the Writers Guild of America and ASCAP, Ernstoff founded Ernstoff Creative Services (www.ernstoffcreative.com) in 2002 following ten years as Special Events Creative Director for Radio City Entertainment in New York City. He earned his Master's degree in Arts Programming at Harvard University, followed by several fellowships from the National Endowment for the Arts. His corporate clients have included Pepsi, Polaroid, The Wall Street Journal, Hertz, Mercedes-Benz and Fortune Magazine. Ernstoff also served as Creative Director for Super Bowl Halftimes starring Gloria Estefan, Stevie Wonder and Diana Ross, and as specialty writer for Jazz@Lincoln Center, the International Tennis Hall of Fame and The Mount Rushmore Society.

"The great thing about the KIN is their openness to creative solutions derived from non-traditional sources – from a traditional Haiku to the unpredictable interplay between jazz players," said Ernstoff. "All of them either bend the rules or write new ones, and at KIN, the fun part is applying that kind of thinking in other areas."

For more information about the KIN and other executive programs at Kellogg, visit www.kellogg.northwestern.edu/research/tech.