

June 21, 2019
651 Dennison Ave
Columbus, OH 43215

Justice

Dear Madam or Sir,

I am a senior level cognitive scientist with a Ph.D. in applied math, am founder and CEO of my own company selling vein- and color-enhancing lenses and sunwear, have ten years of marketing experience, 20 years experience directing a lab, and would like to be considered for the position of "Director, Marketing Analytical Services."

On research, I have worked in a wide variety of disciplines, and one area where I have become well known concerns explaining and understanding the human consumer and artistic experience. In my books, VISION rEVOLUTION, HARNESSSED, and ON THE ORIGIN OF ART, a common theme is making sense of how the stimuli found in culture (writing, logos, brands, designs, music, fashion, arts, etc.) are often shaped so as to be a good fit for the evolved human mind. These research areas often concern gathering large corpora of difficult-to-get data, and employing computational and mathematical techniques for their analysis. For example, one discovery concerns why we have color vision -- that it's for seeing color and emotions on bare skin -- something that's directly relevant to understanding the colors and patterns historically used in fashion. For example, the figure below is from chapter 1 of my 2009 book, VISION rEVOLUTION, concerning the historical use of color in fashion.

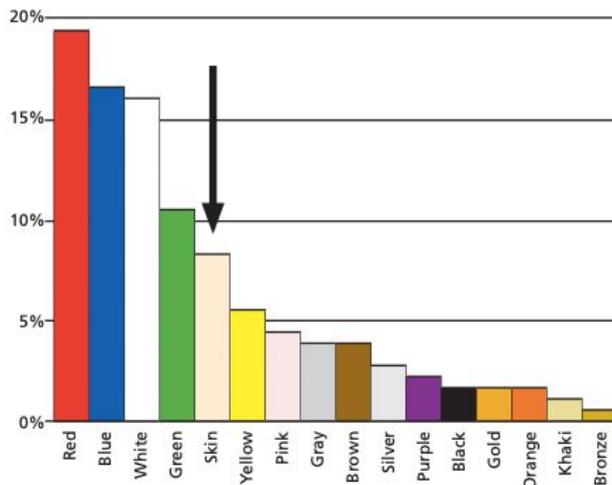
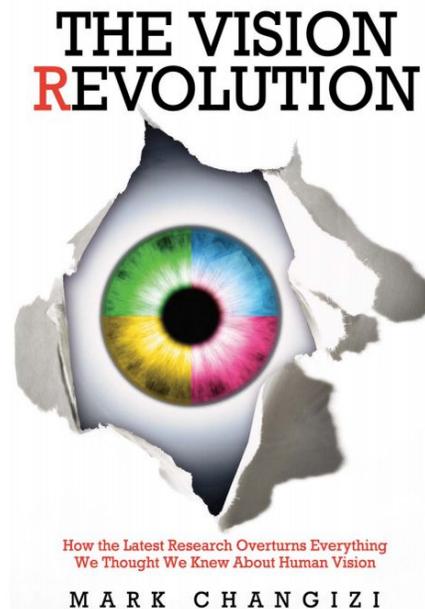


FIGURE 1. Proportions of colors I measured in 1,813 pieces of clothing from Racinet's Full-Color Pictorial History of Western Costume: With 92 Plates Showing Over 950 Authentic Costumes from the Middle Ages to 1800. The arrow indicates the data point for "skin-toned" clothes.



I am often asked to keynote at conferences concerning consumer experiences (such as the [2010 IIR USA Shoppers Insight conference](#), and here are [photos of me keynoting there](#)), and

also at marketing and branding firms, as well as at galleries and art museums. For example, I curated an exhibition based on my theories on this topic at MONA Museum in Hobart, Australia, along with well known scientists Steven Pinker and Geoffrey Miller, which led to a joint book, ON THE ORIGIN OF ART. ...but in my case the story really concerns understanding consumer designs generally in light of what the human brain is good at processing.

I have ten years of experience in marketing and PR, first for my popular books about my research which have been covered in hundreds of magazines and newspapers, have sold tens of thousands of copies, and, for example, became listed as a Top Ten Book of 2011. As founder and CEO of my own company I have directed marketing and PR efforts for seven years, driving more than ten thousand sales of our technology, and appearing in hundreds of magazines and newspapers like the *NY Times*.

My time running my company -- VINO OPTICS, which sells vein-enhancing and color-correcting technology coming out of a major research discovery of mine in 2006 that color vision is for sensing emotions on bare skin -- has given me priceless experience in all aspects of business, from research and innovation, patenting, manufacturing, branding, marketing and PR, distribution, B2B relationships, growth, consumer experience, and consumer support.

I have been a researcher and / or professor at a variety of universities, including the Department of Computer Science at University College Cork, Duke University, Caltech, and the Department of Cognitive Science at Rensselaer Polytechnic Institute. And I have 20 years of experience directing a research lab.

I also communicate well, both in writing as evidenced by six books and many lay articles in magazines, and orally with a history of hundreds of keynotes and talks, TEDs, and television appearances such as on Brain Games.

I happen to live in Short North, having moved to Columbus about five years ago. I've come to love Columbus, and although I am searching worldwide for jobs, I'd prefer to stay here.

Sincerely,

Mark

Dr. Mark Changizi

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<http://changizi.com/resume>