



## Steve Crandall, J.D.

Steve is a serial entrepreneur and lifelong learner. An attorney and expert in digital media, he brings a unique perspective to helping companies develop new-media solutions to old-world problems. His current interests are business applications of social networks, steaming media, and the use of evolving technologies to deliver barrier-free communication.

As an “army brat” who grew up all over the world, Steve’s exposure to a variety of cultures and lifestyles helped to shape his truly global perspective. He is passionate about diversity, inclusion and accessibility. Steve’s strong value system and sense of purpose were shaped by his father, Bruce “Snake” Crandall, a true American hero made famous in the movie *We Were Soldiers* and a recipient of the Medal of Honor for his actions in Vietnam.

Steve’s previous experience as CEO of a multinational consulting firm providing marketing and client servicing to some of the world’s leading firms -- such as Chase Manhattan, Wells Fargo, Grady White Boats, Kleinwort Benson U.K., and the Government of Singapore -- combined with his knowledge of technology make him a natural and strategically powerful business partner.

At present, Steve is Managing Director of ProMotion Arts, LLC, a full-spectrum new media company he founded in Seattle, Washington. ProMotion Arts works with clients including Microsoft, Starbucks, Vonage, General Mills, Hilti, and the State of Washington, among others, to deliver new media solutions and accessible communications via the web and traditional media.

Premiere Realtime, the legal services division of ProMotion Arts, offers a wide range of technology-based solutions to law firm and corporate clients. Steve is an expert on the use of technology in litigation support and at trial and has worked on a number of high-profile cases including the September 11th Litigation, Exxon Valdez, City of Seattle vs. Professional Basketball Club, EEOC vs. United Airlines, Lucent vs. Microsoft, and US Olympic Committee vs. S.O.C.

Steve is a guest faculty member at the Art Institute of Seattle in the Video Production and Digital Media program and has guest lectured in Digital Media at the University of Washington. He serves on the Program Advisory Committees for both the Art Institute Video Production program and the Green River Community College Court Reporting and Captioning program.

Steve earned his Juris Doctorate from Seattle University School of Law, his Bachelor’s degree in Psychology from the University of Washington, and an Associate of Applied Arts in Video Production from the Art Institute of Seattle.

Steve holds a number of professional certifications and has received many awards and professional recognitions including the Greater Seattle Business Association Business Man of the Year.

