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### **Philly Tech Week Design Competition Winners Spotlighted in New Video**

May 15, 2013 | Wilmington, DE – Trellist® Marketing and Technology hosted “Technically Challenged — A Battle of the Brains” during Philly Tech Week to demonstrate how rapid creative thinking and technical knowledge come together to solve real business challenges. Some of Philly’s brightest technologists, designers, entrepreneurs and strategists were grouped together to see which team could develop the most innovative solution. A new video released by Trellist captures the spirit of the event and features interviews with event participants and judges, while also spotlighting the winners.

**The video recap of Technically Challenged is now available at <http://youtu.be/CsjI2w61OZI>.**

The winners of Technically Challenged integrated social media, a mobile application, and a virtual concierge service with the objective of increasing online sales for a fictitious Philadelphia specialty retailer. The winning team included Michael Carvin from New Jersey, Jessica Samph from Pennsylvania, John Cerami from Washington, D.C., and Constantin Bigu from Eastern Europe.

“All six teams developed surprising and unique solutions this evening. They really showed what can happen when a diverse group of analytical thinkers attacks a business problem together,” remarked Chris Wallace, one of the event organizers from Trellist. “This is definitely in keeping with the spirit of Philly Tech Week.”

Technically Challenged was hosted at the offices of First Round Capital on 4040 Locust Street. It included six teams and more than 70 total attendees. The winning team received a basket of technology gadgets valued at more than \$800 that included a Kindle Fire HD, Jawbone JAMBOX speakers, Bose headphones and Apple gift card.

Judges for the competition included a number of leaders from the Philadelphia-area marketing and technology community: Sarah Caputo, Director of Marketing Communications, *Comcast Cable*; Kjell Hegstad, Managing Director for Mobile and Emerging Technologies, *Capital One*; Steve Kirton, President, *Circa Healthcare*; and Corinne Warnshuis, Event Coordinator, *Technical.ly*.



### **About Trellist Marketing and Technology**

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development and Education & eLearning. Trellist offers high-level strategic consulting and tactical design and development as a full-service agency or a resource management organization. Headquartered in Wilmington, DE, Trellist works with global, national and regional clients.

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