



Richard Ellenson brings enormous vision and energy to his role as CEO of the Cerebral Palsy Foundation. In his first two years at CPF, he has greatly expanded the Foundation's range of work as well as its profile. He has led a initiative to transform basic healthcare for women with disabilities, created a diverse network aimed at adapting Kinect technology to provide an innovative interface for gaming for people with disabilities, and brought an increased level of attention to the needs of people with CP through the "Just Say Hi" media campaign.

Prior to this, Richard was founder and CEO of two assistive technology companies (Panther and Blink Twice) which helped transform and reimagine the field of assistive technology for people with disabilities. Said Alan Brightman, Founder of Apple Computer's Worldwide Disability Solutions Group and now Vice President for Global Accessibility at Yahoo, "The mass market mentality Richard Ellenson brought to this market was unprecedented in the history of assistive technology."

Richard is also the father of an 18-year-old son who has Cerebral Palsy. He has worked tirelessly to create awareness about people with disabilities and to share stories about their vibrant lives. He and his son have been featured as ABC World News People of the Year, on CNBC's Squawk Box, in a New York Times Sunday Magazine cover story, and as a feature on ESPN's E:60.

Prior to this work, Richard was an advertising executive who created campaigns for brands such as American Express and Remy Martin. He also penned the classic tagline, "It's Not TV. It's HBO."

Richard has been honored with the 2012 Visionary Leadership Award from Resources for Children with Special Needs, as a Caregiver of the Year by United Cerebral Palsy of NYC, and by many other organizations within the world of disabilities. He has served on the Advisory Council of the NIH's National Institute on Deafness and Communication Disorders and on the boards of the Center on Disabilities at California State University at Northridge, the United States Society for Alternative and Augmentative Communication, and the Assistive Technology Industry Association. He has also been the recipient of two NIH grants.

Richard is a graduate of Cornell and holds an MBA from The Wharton School. He lives in New York City with his wife Lora, Director of Gynecologic Pathology at New York Presbyterian Hospital-Cornell, and with his two very special children, Thomas and Taite.

PLENARY SPEAKER — 1:30 p.m.