



Erik Gensler

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Erik Gensler is the President of Capacity Interactive a digital marketing consulting firm for the cultural sector whose clients include the country's leading cultural institutions including the Seattle Symphony, the Kennedy Center, Jazz at Lincoln Center, and New York City Ballet. Erik founded Digital Marketing Boot Camp for the Arts, the only conference 100% focused on digital marketing for arts and cultural organizations. Erik speaks regularly about digital marketing at conferences and universities and is a top-rated speaker. He has guest lectured at Yale, Columbia, and NYU, and has been featured on the Carnegie Mellon Arts & Technology podcast series and webinars. Erik began his career at Marakon Associates, an international management consulting firm. Erik holds a dual degree in Economics and Communication from Northwestern University.