

PRESS RELEASE

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Universal Mind furthering Smart City dialogue by sponsoring "Building a City of Innovation"

Universal Mind shares insights on Dallas, the Smart City initiative
and their organization at exclusive Mayoral event

DALLAS, TX - On Tuesday, June 21st, Dallas Mayor Mike Rawlings and former Chicago Mayor Richard M. Daley were honored at the "Building a City of Innovation" breakfast hosted by the Dallas Innovation Alliance at the Dallas Country Club.

Universal Mind, a digital technology agency focused on working with companies to realize the benefit of digital transformation and provide experiences that deliver unrivaled value, was a proud 'presenting sponsor' of the event. With over 200 people in attendance, the breakfast featured several speakers and a moderated panel in which Mayors Rawlings and Daley shared their experiences around building innovative cities.

"While growth in the region is imperative to our expansion plans, there are many other reasons Dallas is a natural fit for our growing culture," says Andrew Sevin, VP of Client Services for Universal Mind. "We bring an ethos of investment – a company-wide belief in cementing ourselves as contributing partners to a region. And, from an organizational perspective, we've identified areas of interest and thought leadership such as Smart Cities, which is yet another reason why Dallas is so meaningful to us."

Sevin whom has written extensively about Smart Cities and Dallas, kicked off the event and then introduced the moderated Mayoral panel. Following the panel, AT&T and the Dallas Innovation Alliance took the stage to share their experiences around innovation, investing in Dallas, Smart Cities and more.

"Dallas is moving fast when it comes to Smart Cities," says Jennifer Sanders, Executive Director of the Dallas Innovation Alliance. "Our region's gains in economic development, talent, and quality of life make Dallas not only an amazing place to conduct business, but it also provides the perfect stage for a Smart Community to thrive; we're thrilled to be working on this initiative with innovative organizations such as Universal Mind."

Universal Mind appreciates the duality between services or what is referred to as the “Digital Society” and the infrastructure or the “Digital City.” They understand that this duality is what fuels a holistic combination where Urbanism and Informatics intersect to yield experiences where sustainable economic development, governance and, most importantly, adoption are the desired outcomes.

Leveraging deep expertise in improving the citizen experience with the development of their “Experience Hub,” Universal Mind has devised a scalable Smart City solution that can be applied to entire cities or singular organizations that focuses on integrating the many facets that must be taken into account, such as infrastructure, transportation, security, housing and so much more when developing a Smart City.

Housed in Dallas historic West End neighborhood, Universal Mind is now actually part of the “Living Lab” that is the West End. “This anchor space serves as and is the physical manifestation of our commitment to the neighborhood and the region,” says Sevin. “We’re highly motivated to attract and grow high-caliber professionals, further promoting employment and economic development in the DFW region.”

With almost a decade-and-a-half of digital expertise, the Fortune 50 and beyond serve as examples of Universal Mind’s success, all made possible by calling upon the expertise of multiple disciplines to deliver seamless and meaningful experiences through strategy, design, technology, project management and Agile Transformation practices.

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Universal Mind specializes in helping our customers solve problems related to digital business. We’re inventors and connectors. Technologists, designers and strategists, all working together to create digital experiences that make people’s lives simpler. Founded in 2003, Universal Mind is one of the largest independent digital agencies in North America. For more information, visit universalmind.com.