



BIZTECH  
**CONVERGENCE**  
SERIES

Where Business  
and Engineering  
Minds Collide

Continuing Series

*Author of What The Hell Is This?*

**Tom Cox - Fractional Brand Architect and Creative Director,  
Tom Cox Studio**

*"Change What You See. Change What Others See. Brand New Eyes"*

**"Next-Level Branding: How to Create Brands  
That Hit Different"**

**Wednesday, April 2, 2025**

**1:30pm - 3:00pm**

**Marietta Campus Engineering**

**Technology Center Q202**

**Q & A reception to follow with food and beverage**



**KENNESAW STATE  
UNIVERSITY**  
COLES COLLEGE OF BUSINESS  
*Robin and Doug Shore Entrepreneurship  
and Innovation Center*

