**Bios for StartupColumbia Closing Keynote   
*will.i.am***

Global Music Artist, Entrepreneur and Philanthropist

will.i.am is a multi-faceted entertainer and front man of the Black Eyed Peas, producer and creative innovator who has been recognized by seven Grammy Awards, an Emmy Award, a CLIO Award, and the World Economic Forum’s Crystal Award. During BritWeek 2015, UK Trade and Investment named him Entrepreneur of the Year for his leadership as Founder & Chief Executive Officer of i.am+.

i.am+ is the developer of the first smart band device with an onboard, untethered mobile phone, the dial, powered by AneedA, an Artificial Intelligence (AI)-focused operating system. Fusing the worlds of technology and fashion, will.i.am and team also developed i.am+ BUTTONS Bluetooth Wireless Headphone. BUTTONS feature magnetic earpieces, when clipped together, transform the listening device into a stylish necklace made of spun metal and woven fabric that incorporates a microphone connected to AneedA for making calls and finding music, both hands-free.

will.i.am’s additional business leadership roles include: founding equity shareholder in Beats Electronics; Co-creator & Partner in ill.i Optics eyewear; the Creator of EKOCYCLE, a sustainable fashion and accessories brand in conjunction with partner The Coca-Cola Company; and Executive Producer and star/mentor of “Planet of the Apps”, a new reality series for Apple TV now in production. In January, 2017 he returned in his starring role a Coach on season six of “The Voice” UK edition, now airing on ITV.

As an innovation consultant with a passion for merging the worlds of technology and design, will.i.am previously served as Chief Creative Officer of 3D Systems, and Director of Creative Innovation at Intel.

As a passionate advocate for STEM/STEAM education, will.i.am funds and operates STEM-focused after-school and college scholarship programs via his i.am.angel Foundation. i.am+ is part of the Pledge 1% initiative, and donates 1% of revenue, staff time and product to local community organizations including the i.am College Track and i.am STEAM youth education programs.

To learn more, please visit [www.iamplus.com](http://www.iamplus.com), [www.iamangelfoundation.org](http://www.iamangelfoundation.org), and <http://will.i.am>.

Social Tags:

Twitter: @iamwill

Instagram: <https://www.instagram.com/iamwill/>

Facebook: <https://www.facebook.com/william/>