
BOARD PROFILE

Tony Crisp

A customer-centered strategy and commercialization perspective for technology companies navigating growth, differentiation, and trust.



Board biography

Tony Crisp is a technology-brand strategist, founder, fractional CMO, and ecosystem leader with more than three decades of experience helping organizations translate complex products into differentiated brands and customer experiences. He is Co-Founder and Chief Strategist of CRISPx and President of Tech Coast Venture Network.

His experience spans consumer electronics, gaming, robotics, cybersecurity, aerospace and defense, e-commerce, and emerging technology. He has contributed across the full commercial journey—from positioning and product development through packaging, launches, digital experience, and post-launch growth.

Tony earned a B.S. in Biological Sciences from UC Irvine and created the D.O.S.E. framework, which helps leadership teams examine how desire, trust, satisfaction, and relief shape customer decisions. His board perspective centers on customer truth, differentiated strategy, responsible growth, and turning ideas into clear execution.

Board value proposition

Tony helps boards test whether the market will understand why a company matters, whether customer evidence supports the growth thesis, and whether brand, product, sales, and experience reinforce one another.

Functional expertise

- Brand, reputation, and customer-experience strategy
- Technology commercialization and go-to-market
- Founder and CEO advising
- Product, packaging, and launch strategy
- Customer-risk and trust analysis
- Strategic narrative and stakeholder communication

Best committee fit

Strategy and growth

Differentiation, market-entry choices, partnerships, and growth priorities.

Marketing, brand, and customer experience

Reputation, customer trust, launch readiness, and brand-risk oversight.

Innovation and technology

Commercialization, AI adoption, customer acceptance, and human-centered innovation.