

Tony Crisp

Technology-brand strategist, founder, fractional CMO, educator, community leader, and TEDx speaker.



Biography

Tony Crisp works at the intersection of science, art, technology, entrepreneurship, and human experience. As Co-Founder and Chief Strategist of CRISPx, he has spent more than three decades helping technical organizations turn complex products into differentiated brands, launches, and customer experiences.

His work spans consumer electronics, gaming, robotics, cybersecurity, aerospace and defense, e-commerce, and emerging technology. Across strategy, positioning, naming, product and packaging development, digital experience, launches, and growth marketing, Tony's distinctive contribution is connecting product logic to the human reasons people notice, choose, use, trust, and recommend a brand.

Tony's founder and executive experience includes CRISPx, SYBER, AViiQ, Fotobit, and G8 Brand, as well as fractional marketing leadership for technology companies. He is also named on public product-design and patent records.

Tony earned a B.S. in Biological Sciences from the University of California, Irvine. He integrated that scientific training with design, product development, and marketing to create D.O.S.E.—a practical framework for examining how desire, trust, satisfaction, and relief shape customer decisions and experiences. He is the author of *The D.O.S.E. Framework: Brand as a Survival Signal*.

As President of Tech Coast Venture Network, Tony helps connect founders, expertise, and investment. He also contributes as a judge, mentor, lecturer, host, and moderator across founder, university, and technology communities.

His TEDxUC Irvine talk, "From Graffiti to Gratitude: Follow the 'Thank Yous,'" explores a promise to his mother, leaving the expected medical path, and discovering that gratitude can reveal where a person's gifts create meaningful value.

Whether working with a founder, leadership team, student, or audience, Tony helps people make better decisions faster, build honest signals of trust, and create brands and experiences that leave people better than they were found.