

Tony Crisp

Technology-brand strategist, D.O.S.E. creator, and TEDx speaker helping leaders turn complex products into brands people understand, trust, and choose.

Keynotes

Workshops

Panels

Podcasts



“Make technical value human—and give people a reason to move forward with confidence.”

Signature talks

D.O.S.E.: The Forces That Move Customers

A practical journey framework organized around desire, trust, satisfaction, and relief. Audiences learn to find emotional friction and design the next best experience.

From Graffiti to Gratitude

Tony's TEDx story about leaving the expected medical path, finding meaning through art and entrepreneurship, and using gratitude as evidence of contribution.

Build a Brand That Means Business

How technical founders translate product complexity into a differentiated story, credible promise, and launch-ready customer experience.

Brand as a Survival Signal

Why brands help people decide under uncertainty—and how ethical marketers build honest signals rather than empty persuasion.

Audience outcomes

- Find trust and friction gaps across the customer journey
- Translate product features into meaningful human outcomes
- Distinguish motivation from manipulation
- Align brand, product, marketing, and experience
- Leave with practical next actions

Formats

- 12–18 minute keynote or TED-style talk
- 30–45 minute keynote
- 60–90 minute interactive workshop
- Executive session or founder class
- Panel, fireside chat, podcast, or interview

Selected credentials

- Co-Founder and Chief Strategist, CRISPx
- President, Tech Coast Venture Network
- TEDxUC Irvine speaker
- UC Irvine guest lecturer, judge, and mentor
- Author, *The D.O.S.E. Framework*