



Todd Landfried
Head Writer and Researcher
Spherex

Todd Landfried serves as the head writer and researcher at entertainment data and technology company Spherex. With the complexity of the streaming wars and global distribution of content, Landfried assesses the rapidly evolving landscape for the company and develops public-facing narratives around Spherex's revolutionizing of the global content game.

Landfried has been at the forefront of several new technologies over the past 25 years, from e-commerce and in-room internet service for the hospitality industry to e-learning technologies and now with Spherex. He specializes in gaming out technologies to see how they're applicable to new markets.

With a background in advocacy and tech, Landfried brings his policy and analyst skills to bear on the business of adapting entertainment content for global audiences to avoid censure and increase audiences for Spherex. The company's mission is to develop and deploy technologies that speed culturally and contextually appropriate content to global video markets.

Landfried was formerly the Executive Director of Arizona Employers for Immigration Reform and served as an Executive Board member of The Real Arizona Coalition. For over 20 years, he has painstakingly researched the immigration issue and worked with local, regional and state organizations to bring the facts and common sense to the national immigration debate. And he continues to provide immigration commentary and assistance to the public, corporate and elected officials.

As an economic development specialist in the late-80's, he helped create the state-by-state education assessment standards that are still in use today. While at USDA, Landfried helped pioneer the use of the World Wide Web as an economic development and communications tool. As a corporate CEO in the mid-90's, he helped launch the industry that that now provides Internet access services in thousands of hotels around the globe.

Landfried has appeared many times on national and international radio and TV broadcasts, including CNN, NBC, ABC and CTV. His opinion pieces have been carried in newspapers and news web sites across the country and his research has been cited by some of the world's premier analysts.

He holds a B.S. in Political Science from Cleveland State University and an M.P.A. in Public Administration from The George Washington University. He resides in Northern California and enjoys the ocean, his corgi, and jazz when he isn't evangelizing for Spherex.

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