

## Aaron von Frank



Aaron graduated from Furman University in 2000 with a degree in Political Science. In 2002, Aaron co-founded REQuest, a residential redevelopment company that specialized in green building practices and materials, where he handled branding, marketing, and sales. In 2010, Aaron and his wife Susan started bitTyrant, a boutique full-service creative agency that helps businesses and organizations "build their brands and build their fans." Aaron is President and "Cat Herder" at bitTyrant, handling strategic planning and project management while keeping the company's creative endeavors on time, target, and budget.

Aaron has also orchestrated several well-known community events including:

- **Greenville's Google On Main event, covered by Time Magazine and other international media publications.** In 13 days, Aaron and his team found 2,200 volunteers willing to give up their Saturday night, form the letters G-O-O-G-L-E in Falls Park, spin multi-colored glowsticks overhead, and be filmed and photographed by a helicopter crew flying overhead. Greenville didn't get Google Fiber, but the community came together to shine on a national stage.
- **TEDxGreenville, the first independently organized TED event in South Carolina.** Now in its third year, TEDxGreenville is one of the preeminent TED events in the Southeast, helping to find and highlight "ideas worth spreading" and innovative talent from around the community and the country.

When his wife lets him go outside to play, Aaron can typically be found gardening at Tyrant Farms (their urban farm), foraging for wild mushrooms, or in the ocean on a surfboard. Aaron is also a proud new member of Class 13 in Furman's DLI (*Diversity Leadership Initiative*).