



# Meet the Founders of Artifcts

Looking for a speaker for your next event or workshop? This duo started their careers as intelligence briefers for senior US government officials. Together at Artifcts they deliver presentations regularly in the downsizing and decluttering, innovations in technology, and positive senior aging spaces along with workshops that are creative and fun to inspire people to reflect on their personal and family histories and capture them today.



## Heather Nickerson

Heather is the co-founder and CEO of Artifcts. She is on a mission to help families preserve their history, share their story, and build their legacy, one object at a time. She frequently

speaks on the importance of including story and legacy in end-of-life planning; the overwhelming nature of all our 'stuff,' and what to do with it; and how best to preserve family history for generations to come.

Prior to co-founding Artifcts, Heather served as Chief Growth & Strategy Officer of Red Five Holdings, Inc., and President of Red Five Privacy Labs, LLC. While at Red Five, she drove corporate growth, led corporate brand and service line marketing, and pursued new entrepreneurial lines of business.

Before joining Red Five, Heather served as an Intelligence Analyst with the Central Intelligence Agency, including serving as a briefer in a war zone tour in Afghanistan.

Heather holds a B.A. in International Relations from Brown University and a Masters of Economics from the London School of Economics. She is a member of the Economic Club of Washington, DC, and serves on the Board of the Association for Corporate Growth, National Capital. She is also an active Partner with NextGen Venture Partners, and author of *Shield Your Privacy*.



## Ellen Goodwin

Ellen is co-founder and CSO of Artifcts. She is passionate about 'stuff' that matters. She frequently speaks on the process of building disruptive

and innovative companies; furthering LongeviTech's mission to help seniors live longer, better, more fulfilling lives; and helping families share stories and bring memories and histories forward with them for future generations.

Prior to co-founding Artifcts, Ellen served as Chief Solutions Officer of Knoema. She managed Knoema's largest strategic client engagements. As CSO, she also directed content solutions and client services in concert with her role helping to drive the corporate product roadmap.

Before joining Knoema, Ellen served as an Intelligence Analyst with the Central Intelligence Agency, including serving more than one year as a briefer to a cabinet level official.

Ellen holds a B.A. in Business and Economics from the University of Wisconsin-Eau Claire and a Masters of Public Policy from Duke University. She is a member of the Chief executive network for women.

### PREVIOUS SPEAKING ENGAGEMENTS INCLUDE:

