



Brennan White · 2nd 

Co-Founder and CEO at Cortex (Techstars Boston 2020)

Greater Boston · 500+ connections · [Contact info](#)



Cortex



Vassar College

Featured



AI for Creativity | Cortex

meetcortex.com

Cortex is creative decision-making platform, powered by Artificial Intelligence.

Experience



Co-Founder & CEO

Cortex

Jan 2015 – Present · 6 yrs

Boston, MA

Cortex helps marketers create content that drives results.

The first use of applied artificial intelligence in marketing, Cortex applies the data-driven rigor of other aspects of business to the final black-box, creativity.



Founding Member

Ad Age Collective

Oct 2018 – Present · 2 yrs 3 mos



Founder and Managing Director

Pandemic Labs

Jun 2007 – Nov 2017 · 10 yrs 6 mos

Pandemic Labs is in charge of social media for some of the world's most loved brands.

Account Manager - Pharma and Med Device Strategic Accounts

Innoveer Solutions

Jan 2007 – Oct 2007 · 10 mos

Business Development - US High Technology Accounts

Centive

Jan 2006 – Dec 2006 · 12 mos

Education



Vassar College

2001 – 2005

Activities and Societies: Vassar College RFC, The Axes

Weston High

1998 – 2001

Skills & endorsements

Social Media Marketing · 58



Endorsed by Matt Peters and 6 others who are highly skilled at this



Endorsed by 4 of Brennan's colleagues at Cortex

Mobile Marketing · 46

Endorsed by 3 of Brennan's colleagues at Cortex

**Marketing** · 34

Endorsed by **Jon Roussel** and **1 other** who is
highly skilled at this



Endorsed by **2 of Brennan's** colleagues a

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Recommendations

Received (4)**Given (18)****Katie P.**

Executive Assistant

April 11, 2016, Brennan was
senior to Katie but didn't
manage directly

It's rare that you come across a CEO like Brennan White. I had the pleasure of working for Brennan for a year and half at Cortex. He was particularly impressed by Brennan's ability to find time to genuinely connect with his employees, while simultaneously running the company, engaging with investors, and o... [See](#)

**Jessica Hubley**

Cofounder + CEO at
AnnieCannons, Inc.;
Consultant to Technology
Companies

March 22, 2011, Brennan was a
client of Jessica's

Brennan and Pandemic truly strive to not only satisfy their clients but to exceed those clients' recommendations. In the course of my work for Brennan I was consistently pleased with his in-depth knowledge and clear business goals. If you are looking for a partner to help you build and understand your social media p... [See](#)

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Accomplishments

2 Publications

Is your business Ready for Artificial Intelligence? • Business Analytics



