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 **mcSquares**

**Anthony Franco** · 2nd   
Entrepreneurial Servant Leader  
Denver, Colorado · 500+ connections · [Contact info](#)

## Highlights



### 1 mutual connection

You and Anthony both know Dr. Stephanie Gripne

## About

Along with founding 7 different successful companies and holding multiple patents, I've held leadership positions in creative direction, feature film post-production, technological architecture, advertising production, enterprise product development, computer-aided design, hospitality management, and physical product manufacturing.

Most notably, I founded the large, Denver-based firm, Effective, the world's first and leading user experience and digital product development firm. Effective is responsible for the creation of hundreds of award-winning digital products for many of the world's most recognizable brands. O'Reilly published a book based exclusively on our philosophies and practices, titled "Effective UI: The Art of Building Great User Experiences in Software" Effective was purchased by WPP and is now an innovation group within Ogilvy.

I'm most proud of the awards my teams have won:

74 Technology Awards

62 Design Awards

37 Innovation Awards

35 Marketing Awards

27 Mobile Awards

24 Business Awards

Currently, I am :

- an advisor and board member of several startups
- run a little event space in Denver for startups & founders called the Soda Pop Garage
- LP in the Galvanize Venture Fund
- CEO at Comsero- a collaboration product company
- Working on 2 software startups in AI and SMB SaaS
- managing member of a commercial real-estate holding firm
- a father and husband

yes, I'm ridiculously busy and loving (nearly) every minute of it



You. Are. Creative

## Articles & activity

4,027 followers



### The worst product launch that ever was



Anthony Franco  
Published on LinkedIn

Did you catch it? Is your jaw still open with shock? If you missed it last night, the CyberTruck announcement yesterday was shockingly bad. I am a huge fan of Elon Musk - I believe ...see more

10 • 2 Comments



Like



Comment

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Anthony Franco | LinkedIn



Arthur Viente thanks for explaining: I think you and I just disagree that th...

Anthony replied to a comment



Arthur Viente not sure what your point is...

Anthony replied to a comment



Arthur Viente I believe they are opposites - they can't be balanced

Anthony replied to a comment

[See all activity](#)

## Experience



### Founder

mcSquares

Jan 2013 – Present • 7 yrs 2 mos

Colorado

Comsero is the manufacture of the well know collaborative dry-erase product family "mcSquares" Anthony is the founder and Chief Executive Officer for this physical product company. Comsero focuses on creating elegantly designed products and services that improve the way people collaborate and create.



### Advisor

Suite Pea

Jan 2019 – Present • 1 yr 2 mos

Colorado

Suite Pea enables entrepreneurs to compete - to grow their businesses based on the merit of their products and their ability to delight customers.



### Advisor

Sybil Systems

Sep 2018 – Present • 1 yr 6 mos

Sybil is natural language processing platform that indexes unstructured textual data very efficiently so that people can extract relevance from extensive volumes of information.



### Mentor

Boomtown Accelerator

Apr 2016 – Present • 3 yrs 11 mos

Boulder

Mentor Boomtown startup companies with a focus on software, user experience, marketing, product development, investor pitching, sales, and entrepreneurship.



### Mentor

The Commons on Champa

Feb 2016 – Present • 4 yrs 1 mo

Ad-hoc mentor for companies with a focus on software, user experience, marketing, product development, investor pitching, sales, and entrepreneurship.

[Show 5 more experiences](#) ▾

## Volunteer Experience

### Co-Founder and primary donor at EffectiveSC

EffectiveSC

Jan 2009 • 1 mo

Education

co-founded this non-profit dedicated to improving education with technology...

## Skills & Endorsements

### User Experience · 99+



Endorsed by SuAnne Hall and 8 others who are highly skilled at this



Endorsed by 2 of Anthony's colleagues at Boomtown Accelerators

### User Interface Design · 91



Endorsed by David Schell and 9 others who are highly skilled at this



Endorsed by 19 of Anthony's colleagues at Effective Inc.

### User Interface · 70



Endorsed by David Schell and 9 others who are highly skilled at this



Endorsed by 19 of Anthony's colleagues at Effective Inc.

[Show more](#) ▾

## Recommendations

Received (0)

Given (9)



**H.B. Mok**  
Product Management &  
Product Marketing Leader,  
Adobe & Netflix | Team  
Builder | Creativity  
Enthusiast

April 16, 2016, H.B. was a client of Anthony's

H.B. was always the person I sought counsel from when trying out new technology consulting ideas. He was one of the only professionals that shot straight, gave great advice, and really cared about helping me grow our business. Strong technology leader that is know for being an asset by his peers...



**Libby Palmer**  
Senior Talent Management  
Professional

April 16, 2016, Anthony was senior to Libby but didn't manage directly

Without a doubt, the best recruiter / culture champion / hr executive I've ever worked with. Libby has the exact right blend of positivity and executive grit. I'd hire her, work along side her, or work for her at anytime again in the future. And, she's "kinda" funny and is always smiling. Just a great person to be around.

[Show more](#) ▾

## Accomplishments

### 25 Honors & Awards ▾

APEX Awards: 20 Most Innovative Companies • Award of Distinction • Award of Excellence • Best App • Best Customer Experience App • Best Marketing Materials • Best Mobile Experience • Best of Show • Gold Award for Excellence • Gold Standard • Honoree • Honoree • Inc. 500 Fastest Growing Companies • Innovator Award • Merit Award • Mobile Excellence • Most Innovative Company Of The Year • Most Pervasive Use of Data • Standard Of Excellence • Standard Of Excellence...

### 6 Publications ▾

Six Things Physical Product Development Taught Me About Experience Design • Marketing and User Experience Aren't Compatible • Are technologists trying to solve the wrong problem? • Running a Digital Agency • Think You're An Industry Leader? Not So Fast • EffectiveUI - The Art of Building Great User Experience in Software

### 4 Patents ▾

Mounting System • Multimedia messaging method and system • Tablet With Interconnection Features • Modular Structures

1 **Language**  
English



1 **Organization**  
Colorado Technology Association



### Interests



**FEI - SIM Alliance**  
52 members



**OneReach.ai**  
673 followers



**Effective Inc.**  
6,931 followers



**Kevin O'Leary**   
Chairman at O'Shares ETFs and Beanst...  
2,368,721 followers



**Galvanize Inc**  
12,472 followers



**Autodesk Fusion 360**  
2,771 members

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