

For Immediate Release

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Intercultural agency, Contemporanea, joins innovation strategy consultancy Scansion

Understanding consumer cultural identity is critical for innovation relevancy says Scansion CEO.

San Francisco, CA – After several years of joint project collaboration for mutual clients, San Francisco-based firms [Contemporanea](#), an intercultural market strategy agency, and [Scansion](#), an innovation strategy consultancy, have formally combined forces to provide a more comprehensive and effective approach to innovation.

Under the new arrangement, Contemporanea founder and principal Salvador Acevedo becomes Vice President of Strategy and Senior Partner at Scansion, Inc. All client services will be delivered under the Scansion brand as the Contemporanea brand is slowly phased out over the coming months.

With the partnership comes a new proprietary approach, co-developed by both firms, combining Scansion's meaningful experience and relationship-based frameworks with Contemporanea's deep experience in evolving cultural identity and socio-cultural context. This approach will serve as the foundation for the company's customer-centered innovation strategy. With this enhanced strategic offering, Scansion clients will be able to better understand the demanded experiences and relationships customers want over time, helping them innovate with more relevancy and efficiency.

“We are thrilled that Salvador has joined Scansion, adding his extensive intercultural and audience engagement expertise. This critical new lens will allow us to significantly expand both the



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impact and efficacy of our work,” said Steve Diller, CEO of Scansion.

“The market has evolved quite dramatically in just a few years, and this change requires new paradigms to understand and adapt to a changing environment,” explained Salvador Acevedo. “Together with Scansion, we will be even more capable of providing actionable solutions that respond to our clients particular needs, staking out a unique position in our field, and growing our thought leadership.”

Scansion is best known for their innovation strategy work based on the evolving needs of customers. The foundation of their approach to meaningful experiences is explained in Diller’s book, [*Making Meaning*](#). Scansion clients include eBay, Chrysler, Intel, Aetna, among others.

Founded in 2004, Contemporanea has worked with well-known corporate, educational, and cultural institutions including SFMOMA, NASA, Nike, and the James Irvine Foundation. The agency is a recognized thought leader in intercultural market strategy and recently released the 2015 [*Latino Experience in Museums*](#) Audience Research Study.

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