

## Contact

[www.linkedin.com/in/schaeppi](http://www.linkedin.com/in/schaeppi)  
(LinkedIn)

[www.epicstoke.com](http://www.epicstoke.com) (Other)

[www.silentsymphonies.com](http://www.silentsymphonies.com) (Other)

## Top Skills

Cognitive-Behavioral AI

Customer Insight

New Market Expansion

## Languages

English (Native or Bilingual)

French (Professional Working)

## Certifications

Design Thinking for Innovation

## Publications

A Data-Driven Approach to Group Creativity

## Patents

Systems and methods to facilitate adjusting content to facilitate therapeutic outcomes of subjects

Systems and methods to determine content to present based on interaction information of a given user

Systems and methods to correlate user behavior patterns within an online game with psychological attributes of users

Systems and methods to correlate user behavior patterns within digital application environments with psychological attributes of users to determine adaptations to the digital application environments

# Joe Schaeppi

Helping agencies & founders make winning Meta ads, fast, with real audience psychology.

Greater Minneapolis-St. Paul Area

## Summary

Most teams guess. But now you don't need to.

Elaris reveals the emotions, motivations, and values behind decisions so your content, products, and ads resonate on purpose, not by accident.

What Elaris does:

- Finds real audiences using first-party psychology
- Generates living, science-backed personas in seconds
- Lets you chat with those personas to test ideas, messaging, ads, and products
- Creates content and automatically generates winning ads that matches how your audience thinks and feels

Our track record:

150% ↑ installs (IPM)

26% ↓ cost per install (CPI)

250% ↑ creative win rates

76% of experiences built with us are successful (vs. 95% failure rate)

Our mission is to give AI emotional intelligence so every interaction feels human, personal, and deeply resonant. Moving technology from being unsustainable to regenerative and human minded.

---

## Experience

Solsten

CEO, Co-Founder

January 2018 - Present (8 years 2 months)

Minneapolis, Minnesota, United States

We're building the OS for human understanding.

Solsten's Psychology API translates real first party audience psychology into an always-on data layer so any AI, brand, or platform can adapt to the person in front of it based on who they really are. Less noise. More resonance.

Solsten powers the layer; Elaris puts you in the driver seat: our first app to see, test, and create with psychology full understanding of over 400,000 audiences in real time.

Check it here: [www.elaris.new](http://www.elaris.new)

## EPICSTOKE

Co-Founder

May 2010 - Present (15 years 10 months)

Born out of the wind, waves, and pursuit of pushing human limitations beyond what is conventionally thought possible, Epicstoke makes harshly durable gear out materials made by nature.

What sets us apart:

- Designed upcycled and sustainable gear using materials inspired by nature's resilience.
- Focused on blending functionality and sustainability to serve outdoor enthusiasts.
- Built a brand rooted in adventure, innovation, and environmental consciousness.

## The North Face

Athlete / Ambassador

August 2014 - June 2018 (3 years 11 months)

Freeskier / photographer

Key contributions:

- Represented The North Face brand while skiing in Utah, Norway, and Switzerland.
- Generated photos for TNF apparel as well as their social media pages.

<https://silentsymphonies.com/>

## Big Fish Games

Sr Manager of User Experience

May 2016 - January 2018 (1 year 9 months)

## Greater Seattle Area

Led a company-wide strategy for UX design and research, significantly enhancing the organization's user experience capabilities.

### Key contributions:

- Scaled the UX team by 300% to meet growing organizational needs.
- Increased UX ROI and through strategic research and design implementation.

## Steinmann Health LLC

### Psychotherapist

August 2014 - April 2016 (1 year 9 months)

#### Greater Salt Lake City Area

Clinical mental health counselor specializing in adventure-based psychotherapy and neuropsychology

### Key activities:

- Leveraged CBT, DBT, and Adventure-based psychotherapy to deliver successful patient outcomes.
- Conducted and applied neuropsychological assessments to diagnose and treat patients with an array of conditions from TBI to cognitive and behavioral challenges.

## Contravent

### User Experience Lead

March 2015 - March 2016 (1 year 1 month)

#### Greater Salt Lake City Area

Managed the UX team while leading UX research and design process. Clients included CenturyLink, Fidelity, Summit, and startups

## MRM

### User Experience Director

June 2014 - December 2014 (7 months)

#### Greater Salt Lake City Area

Directed and designed digital experiences for companies like Verizon, Cisco, ExxonMobil, and Intel. Projects included Intel's IT Center and iQ app, Verizon's Smart Meter ROI Calculator and Solutions Lab pages, a content creator for ExxonMobil, as well as Cisco's homepage

## HES-SO Haute école spécialisée de Suisse occidentale

## UX / Human Factors Engineer

November 2010 - April 2012 (1 year 6 months)

Lausanne Area, Switzerland

Lead and executed a global research project for PMI, creating global enterprise personas, and delivered talk on the project at the United Nations. Lead user experience designer and researcher at a 30+ company technology park (TechnoArk)

## Hart Ski Corporation

Athlete / Ambassador

November 2009 - April 2010 (6 months)

Lake Tahoe, CA

---

## Education

### University of Wisconsin-Madison

Bachelor of Science - BS, Human Factors Psychology & Anthropology

### Prescott College

Master of Science, Clinical Psychology, Specialization: Adventure Based Psychotherapy

### Webster University Geneva

Entrepreneurial Management & Cultural Communication