



### The Tech Cat Show Wednesday at 1 PM Pacific

August 23rd 2017: This week's Tech Cat Show, Irena Cronin,  
The MBA in VR

On this week's Tech Cat Show we chat with Irena Cronin, one of the smartest folks around who understands what's happening on the business side of immersive content (VR, AR, MR). Irena is CEO of Sprout VR, a virtual reality marketing company that helps VR companies understand the business opportunities in the VR marketplace as well as helping to set them up for success. Irena knows everything that's happening in the space, she is the creator and administrator of the largest Virtual Reality closed (non-public) Facebook group, with a focus on up-to-date news and commentary. Join us for a mind o

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### Featured Guest



#### Irena Cronin, The MBA in VR

Irena Cronin is the President and CEO of SpoutVR, a virtual reality marketing company, and InnovationCMS, a web development company. Irena has spent the last three years first meeting and talking with VR companies who have been developing VR head-mounted displays (HMDs), and then with those who have been developing VR apps and content, with frequent travels between the San Francisco Bay and greater Los Angeles areas. She is the creator and administrator of the largest Virtual Reality closed (non-public) Facebook group, with a focus on up-to-date news and commentary [<https://www.facebook.com/groups/Virtual.Realities/>]. Irena ha

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