

Shawn O'Keefe
Founder & Innovation Director
1st Assembly Supply

Shawn O'Keefe runs innovation programs, specializing in Hardware, FoodTech & GovTech accelerators.

After fourteen years as a producer and strategist for the South by Southwest (SXSW) Interactive Festival in Austin, Texas, he relocated to Wellington in 2015 to head up the first hardware accelerator in New Zealand, Lightning Lab Manufacturing. After working with Creative HQ on innovation programs such as the R9 Accelerator, a unique GovTech initiative to solve real-world issues between business and government, he returned to Texas in 2018.

He's an active startup coach and mentor at Capital Factory and Techstars Impact. Most recently working with the Army Applications Laboratory (part of Army Futures Command) on its acceleration efforts, he's currently consulting with his new entity, 1st Assembly Supply Co., and working to bring a new kind of hardware acceleration program & makerspace to Austin.