**Andrew Schuster**

Andrew Schuster is the Founder and CEO of Further Insights, a data-driven digital marketing firm.

With extensive experience in social media marketing, Andrew has worked with organizations to navigate the challenges of the digital age, where misinformation can easily spread through platforms designed to maximize engagement, most notably in his development of NewsUp, a gamified news platform, where the company worked with organizations like the NIH and Human Rights Foundation.

Andrew started his career at Baltimore Sun, and has served as a board member for WellAware, a nonprofit providing sustainable water solutions in East Africa.

Andrew currently serves as President of the York Road Improvement District.

Drawing from his personal experience as the grandson of Holocaust survivors, Andrew understands the dangers of propaganda and disinformation, and his work is dedicated to fostering media literacy and awareness in an increasingly digital world.

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