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FOR IMMEDIATE RELEASE

**UNITED INVENTORS ASSOCIATION OF AMERICA SELECTS BRIAN FRIED AS
EXECUTIVE DIRECTOR.**

Organization aimed to benefit the invention community selects innovative thought leader for the executive director position.

Long Island, N.Y. -- The United Inventors Association of America (UIA) board of directors decided to appoint the position of executive director to invention expert and thought leader, Brian Fried. Fried will serve as the public figurehead for the UIA as well as sit on the executive committee. The executive director is also responsible for acting as the liaison with Inventor Clubs cross-nationally and promoting their involvement with UIA-related events.

Brian Fried joins a collection of dynamic and dedicated members of the board. The United Inventors Association of the United States of America is a 501c3 non-profit educational organization dedicated to providing resources to the inventing community while encouraging honest and ethical business practices among industry service providers.

“Brian Fried has a terrific reputation,” said Warren Tuttle, President of the United Inventors Association of America, “and the entire board feels very strongly that he will reflect our group’s passion, ethics, and purpose. This is the core of what makes the UIA such a unique entity within the inventor community and one that can creditably speak on all inventor issues.”

Fried’s expertise comes with over 15 years of experience as a mentor to inventors, including celebrities. He is the author of *Inventing Secrets Revealed* and *You & Your Big Ideas*. A thought-leader of the industry, Fried has been featured with products on *As Seen On TV*, home shopping channels, catalogs and online retailers through licensing and manufacturing. With his consultancy *Inventor Smart*, Fried aids clients through constructive feedback, product development and more to help them bring their ideas to market. The founder and president of the Long Island Entrepreneurs Club’s most recent appearance includes this year’s *Invention-Con* hosted by the U.S. Patent and Trademark Office.



For more information on the United Inventors Association of America visit the website at www.iausa.org. For questions regarding Brian Fried and Inventor Smart, please contact jess@morethanpress.com or visit www.brianfried.com and www.inventorsmart.com.

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