

Gabriel Allred, Ph.D.

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EDUCATION:

University of Nevada, Las Vegas, 2018

Ph.D. in Psychology – Experimental - Cognitive Emphasis

Dissertation: “Examining the Influence of Executive Resources and Mathematical Abilities on Framing Biases”

Advisor: Mark Ashcraft, Ph.D.

Committee: David Copeland, Ph.D., Colleen Parks, Ph.D., and Pierre Liénard, Ph.D.

University of Nevada, Las Vegas, 2016

Masters in Psychology – Experimental - Cognitive Emphasis

Thesis: “Hands, and Numbers, and Dots, Oh My! Examining the Effect of Nearby-hands on Counting and Subitizing”

Advisor: Mark Ashcraft, Ph.D.

Committee: David Copeland, Ph.D., Colleen Parks, Ph.D., and Gabriele Wulf, Ph.D.

University of Nevada, Las Vegas, 2011

Bachelor of Arts in Psychology

University of Nevada, Las Vegas, 2007

Bachelor of Arts in Anthropology

PROFESSIONAL EXPERIENCE:

Cofounder & Project Manager (March 2021 - Present)

MetaWizards

<http://metawizards.co>

Creators of audiovisual NFTs, Web3 Products, and metaverse experiences. Created the first audiovisual NFT redeemable for physical media , multiple 2D audiovisual collections , a voxelized 3D collection, currently building an NFT gated DeFi product, and others.

- Developed company strategy
- Project management, leading a team of three developers

Cofounder & Chief Communications Officer (November 2016 - Feb 2020)

Multichain Ventures, Inc. DBA Tokes Platform, Reli.Cloud

<http://multichain.ventures>

Multichain Ventures produces a number of blockchain focused products and services for payment processing, supply chain visibility, and DevOps infrastructure. Leveraging the bleeding edge of open source technology to provide solutions for any industry vertical, Multichain Ventures is the parent company to the Tokes Platform, EDEN.software, Cubedpay.io, and RELI.cloud

- Contributed to company strategy
- Responded to state RFPs and applied for technology grants
- Produced internal and external technical documents
- Led marketing strategy, produced marketing copy and press releases
- Led government affairs and outreach, consulted on technology bills for Nevada's 80th legislative session

Board Member (January 2018 - December 2018)

Providence (OS²) Systems LLC, joint venture between TheraCann International and Tokes Platform

OS² developed supply chain management solutions within the cannabis industry, including a full featured seed-to-sale software suite.

- Led project management

Repperger Fellowship (Summer 2016)

Air Force Research Lab 711th Human Performance Wing

Conducted applied research for the Human Performance Wing of the Air Force Research Labs at Wright Patterson Air Force Base in Dayton, OH. Research included multiple studies applied to intelligence analyst performance and workflows (i.e., human factoring and UI/UX)

Research Assistant (Summer 2015)

The Nevada Institute for Children's Research and Policy (NICRP)

Wrote and prepared statewide reports on childhood health factors that influenced public policy and legislation protecting children. Designed, screened, and analyzed large sets of survey data ($N > 10,000$).

Program Director (Summer 2014)

Sport-Social, Las Vegas, NV

Managed the daily operations and activities of a social skills development program designed for children with autism. Tracked behavioral metrics and milestones for reporting to state funding agencies.

RESEARCH AREAS:

General: Cognitive psychology, behavioral economics

Specific: Topics in embodied cognition, mathematical cognition, decision making and risk, executive function, eye-tracking and pupillometry

SKILLS:

Project management (software, agile, kanban, etc.), technical documents, RFP responses, grants, press releases), deep knowledge of decentralized technology (e.g., blockchain) and related financial technology, research (experimental design, data collection, analysis, write-up, E-Prime, Qualtrics, Mechanical Turk, eye-tracking), statistics (inferential, exploratory analysis, multilevel modeling & SEM, multivariate, SPSS, R, Stata), public speaking (conferences, seminars, classrooms), presentations/decks (academic, pitch decks, data visualization), writing (research reports, technical documentation)

PRESENTATIONS:

Allred, G.A. (2022, February) *The Rules are Made Up: Thoughts on One Year in NFTs*. Talk Presented at the NFT Lunch-n-Learn by Cartwheel Studios, Bentonville, AR

Allred, G.A., Senator Kieckhefer, B., & Digesti M. (2019, August) *Emerging Innovations – Blockchain, FinTech and Nevada’s Regulatory Sandbox*. Panel presentation at the Nevada Economic Development Conference, Las Vegas, NV

Allred, G.A. (2018, September) *Blockchain Based Cashless Payment Solutions - For the Cannabis Industry and Beyond*. Talk presented at the Building a New Nevada Conference, Smith Center, Las Vegas, NV

Allred, G.A. (2018, September) *Supply Chain Management on Blockchain*. Talk presented at the Building a New Nevada Conference, Smith Center, Las Vegas, NV

Allred, G.A. (2018, January) *Cryptocurrency and Blockchain 101*. Talk presented at the Financial Executives International Meeting (FEI), Las Vegas, NV

Allred, G.A. (2016, October) *Math Avoidance in the eyes? Pupillary Response Differences in Multiplication*. Talk presented at the University of Nevada Las Vegas Data Blitz.

Allred, G.A., Larson, K.G., Arestides, A.A., & Warren, R. (2016, August) *Relationship Between Implicit Learning and Cognitive Disposition*. Poster presented at the Air Force Research Labs Summer Research Summit, Wright Patterson Air Force Base, Dayton, OH.

Allred, G.A. (2016, August) *Assessing Cognitive Dispositions of Intelligence Analysts: Proposed model and introductory studies*. Talk presented at the Air Force Research Labs Summer Research Summit, Wright Patterson Air Force Base, Dayton, OH.

Moore, A. M., **Allred, G. A.**, An W., & Ashcraft M. H. (2015, November) *Pupillary Response and Mental Multiplication*. Poster presented at the annual meeting of the Psychonomic Society, Chicago, IL.

Allred, G. A., An W., & Ashcraft M. H. (2015, May) *Math Avoidance in the Eyes? Pupillary Response Differences in Multiplication*. Poster presented at the meeting of the Western Psychological Association, Las Vegas, NV.

Allred, G. A. (2014, March). *N-Back, Numerical Distance, and Nearby Hands*. Talk presented at the University of Nevada Las Vegas Professional Seminar

Allred, G. A. (2013, May). *Numerical Distance Effects in N-Back and the Influence of Math Anxiety*. Talk presented at the University of Nevada Las Vegas Professional Seminar

Moore, A. M., **Allred G. A.**, Ashcraft M. H. (2011, November). *Calibrating Adults' Estimates in Dot Enumeration*. Poster presented at the meetings of Psi Chi, National Honor Society in Psychology (UNLV chapter) conference, Las Vegas, NV. 3rd place award.

Moore, A. M. & Ashcraft, M. H., **Allred, G. A.** (2011, May). *Influence of Endpoint Knowledge in Dot Enumeration*. Poster presented at the annual meeting of the Association of Psychological Science, Washington, D.C.

Allred, G. A. (2006, April). *Community and Spirituality in Rave Culture: A Look into the Psychology of a Youth Movement*. Talk presented at the meetings of the Society for the Anthropology of Consciousness, Pacific Grove, CA.

PUBLICATION:

Moore, A. M., McAuley, A. J., Allred, G. A., & Ashcraft, M. H. (2014). Mathematics anxiety, working memory, and mathematical performance. In *The Routledge International Handbook of Dyscalculia and Mathematical Learning Difficulties* (pp. 326-336). London: Routledge.

GRANTS & RFPS:

Nevada State Treasurer's Office, RFP 05TO-S953, (Author, 2020), *Closed-Loop Payment Processing*, Multichain Ventures (Tokes Platform) & Vault Logic, awarded.

UNLV International Gaming Institute: Problem Gaming Research Grant (Editor, 2019) King, A. J. & Wong, G., *The Links Between Problem Gambling and Video Gaming in Emerging Adulthood*, awarded.

State of Rhode Island, RFP # 7598824 (Author, 2019) *Supply Chain Visibility for the Cannabis Industry using Blockchain*, Multichain Ventures (Tokes Platform), unawarded.

Waves Labs Grant (Author, 2019) *User Friendly Ecommerce Payments Using Waves and Waves Assets*, Multichain Ventures (Tokes Platform), awarded.

Association for Psychological Science Student Caucus (APSSC) Grant (Principal Investigator, 2016) Allred, G.A. & Larson, K.G., *Holding onto Memories: Using Tablet Computers to Improve Age-Related Memory Deficits*, awarded.

TEACHING:

Cognitive Psychology - PSY 316 (Spring 2016 - Fall 2016)

University of Nevada, Las Vegas

Covers the major areas of cognitive psychology including attention, pattern recognition, memory, language, and problem solving.

Research Methods in Psychology - PSY 240 (Fall 2017)

University of Nevada, Las Vegas

Introduction to research methods, including experimental design, data collection, ethics, and evaluation of scientific research.

Introduction to Psychology - PSY 101 (Fall 2014 - Spring 2017)

University of Nevada, Las Vegas

Introduction to psychology, including sensation-perception, cognition, physiological psychology, learning, personality, development, social psychology, assessment, and history.

PROFESSIONAL SERVICE:

Commentor (2019)

Nevada Senate Bill No. 195 *AN ACT relating to virtual currency; enacting the Uniform Regulation of Virtual-Currency Businesses Act; enacting the Uniform Supplemental Commercial Law for the Uniform Regulation of Virtual-Currency Businesses Act*
Nevada Legislature, Judiciary Committee during Nevada's 80th Session

Commentor (2019)

Nevada Assembly Bill No. 466 *AN ACT relating to financial transactions; requiring the State Treasurer to create a pilot program for the establishment of one or more closed-loop payment processing systems to facilitate certain financial transactions relating to marijuana*, Nevada Legislature, Committee on Growth and Infrastructure

ACADEMIC SERVICE:

4th year cohort representative (2015-2016) Experimental Psychology Student Committee, University of Nevada, Las Vegas

Vice President (2014-2015) Experimental Psychology Student Committee, University of Nevada, Las Vegas

1st year cohort representative (2012-2013) The Experimental Psychology Student, Committee, University of Nevada, Las Vegas

PROFESSIONAL AFFILIATIONS, CERTIFICATIONS, AWARDS:

Responsible Conduct of Research Certified via CITI

Society for the Teaching of Psychology

Association for Psychological Science

Psi Chi, National Honor Society in Psychology

Repperger Fellowship (Air Force Research Labs 711th Human Performance Wing, 2016)

University of Nevada Las Vegas Access Grant

MEDIA & INTERVIEWS:

Interview: We Need a Catalyst for Social Trust in Web3 And Blockchain **Full-on Arkansas**,

<https://fullonarkansas.com/gabriel-allred-of-bitlectrolabs-we-need-a-catalyst-for-social-trust-in-web3-and-blockchain-b20f1f2eb99>

Interview: Gabriel Allred, **Idea Mensch**, <https://ideamensch.com/gabriel-allred/>

How Blockchain Can End Cannabis Looping and Smurfing Schemes, **Forbes**,
<https://www.forbes.com/sites/andrebourque/2019/02/28/how-blockchain-can-end-cannabis-looping-and-smurfing-schemes/#344e3776605f>

Intriguing People 2018: Gabriel Allred and Michael Wagner: Changing the Cannabis Industry One Toke at a Time, **Vegas Seven**,
<http://vegasseven.com/2018/02/28/gabriel-allred-and-michael-wagner-changing-the-cannabis-industry-one-toke-at-a-time/>

Cannabis Crypto Currency & Blockchain, **Periodic Effects - Cannabis Business and Science**, <https://www.periodiceffects.com/episodes/086>