



Eric Jaenike
Co-founder, President

Eric is Cofounder and President of Prismajic. A serial entrepreneur, prior to co-founding Prismajic he helped found Artistry Events & Design, an art forward event design and production company focused on bringing immersive experiences to the corporate market, and Shareholder Insite, a financial software company acquired by Standard & Poors. He's held a variety of positions in finance, including positions with ETG and Merrill Lynch. He has an MBA from CU Boulder and a Bachelor's in Economics from UCLA.

Eric grew up in a household where art was ubiquitous. His mother was an accomplished multidisciplinary artist who earned her master's degree in silversmithing and his uncle is an accomplished woodworker, sketch artist, and painter. However, he chose to focus on business, graduating from UCLA and eventually CU Boulder with an MBA. His love of the arts eventually led him to co-found Prismajic, an immersive arts company that marries cutting edge technologies and traditional art forms. The company's first large-scale experience, *Natura Obscura*, ran in 2019 and was a smash hit, hosting over 55,000 guests. Their second experience, *Shiki Dreams*, opened in 2020 and was named the 4th Best Immersive Art Experience in the country by USA Today. Prismajic is scheduled to open their first permanent immersive experience and bar at Colorado Mills Mall in early December 2023.