

David Barnett Bio

David Barnett is the founder and CEO of PopSockets LLC. He was a philosophy major at Emory, a physics major at University of Colorado Boulder, received his PhD in philosophy from NYU, and from 2005-2015 was a philosophy professor at University of Colorado Boulder. His research specialized in philosophy of language and philosophy of mind, before he reached enlightenment, stopped doing philosophy, and became an entrepreneur.

In 2010, Barnett was looking for a way to stop his earbud cord from getting tangled, and he achieved this by gluing two buttons to the back of his phone and wrapping the earbud cord around the buttons. As ugly as the buttons were, they worked. In the course of improving on the idea, he developed over 100 prototypes, eventually making the buttons expand and collapse via an accordion mechanism, so that they could function as both a stand and a grip. In 2012, Barnett launched a successful Kickstarter campaign for an iPhone case that would have two PopSockets grips integrated into the case. During the process of developing that case, Barnett developed the PopGrip, an individual grip that would attach to phones and cases, and that would go on to become the flagship product of PopSockets.