

Brian Haven

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brianhaven.com

Profile

I am industry expert in social computing and customer engagement. I bring a design thinking approach to business strategy. Previously, I was a senior analyst at Forrester Research where I covered social computing and its impact on institutions. I've frequented the keynote stage for both client and industry conferences and won Forrester's Top Keynote award. I've led client engagements with companies like Adobe, Best Buy, Dell, Fidelity, Honda, MTV, Research in Motion, and UPS. I've shared my insights in media broadcasts with institutions like CNBC, PodTech, and NPR. I'm also frequently quoted in the press, including Advertising Age, Adweek, Brandweek, Entrepreneur Magazine, Newsweek, Red Herring, The New York Times, The Wall Street Journal, and The Washington Post. My past experience spans design strategy, design research, customer experience, and interaction design. I also frequently share my thoughts on my website, www.birdahonk.com.

Experience

INDEPENDENT CONSULTANT—SOCIAL MEDIA, ENGAGEMENT, & DESIGN STRATEGY

SEPTEMBER 2008 TO PRESENT

Assisting clients with strategic direction on topics including social media, enterprise social media, measuring customer engagement and measuring social media. Conduct workshops on social media strategy, advise clients on utilizing social software tools and interactions within the enterprise, and develop measurement frameworks for tracking social media.

SENIOR ANALYST, FORRESTER RESEARCH

OCTOBER 2005 TO AUGUST 2008

Responsible for conducting research focused on emerging interactive channels for marketing and customer engagement as a senior analyst. Help marketers navigate these new communication channels. Teach workshops on emerging interactive channels and Social Computing. Conduct research on customer engagement, resulting in a Forrester conference based on my report and delivered the opening keynote on the subject. Write reports, take briefings from companies making new products and service announcements, speak with the press about activities within the industry, speak at industry events and conferences, and perform consulting projects for Forrester clients.

SENIOR DESIGN RESEARCHER & STRATEGIST, CATAPULT THINKING

JULY 2004 TO SEPTEMBER 2005

Responsible for organizing and conducting ethnographic research for clients in manufacturing and financial services industries. Develop protocols and perform contextual interviews (including card sorts, product reviews, usage processes, paper prototypes, and environment evaluations) with participants to ascertain problems with products, services, communications, and brand positioning. Analyze research findings and develop strategic design initiatives to aid clients in better serving customers.

SENIOR INTERACTION DESIGNER (CONSULTANT)

DECEMBER 2001 TO MARCH 2003

Responsible for the visual redesign of screen interactions for multiple Ace Cash Express self-service financial services kiosks. The new interfaces were designed for legacy hardware with standard ATM physical button screen selections as well as freeform touch screen interfaces. Responsible for the user experience evaluation of a 7-Eleven financial services kiosk. Analysis and recommendations focused on the visual design of touch screen interfaces, the architecture of the user process flow, on-screen instructional text, interaction time optimization, and physical/digital interface integration.

SENIOR INTERACTION DESIGNER, INNOVENTRY CORP.

JULY 1998 TO JUNE 2001

Primarily responsible for the design, development, maintenance, and usability of user interfaces for integrated financial service kiosks in retail and entertainment venues. Defined the business requirements of products as they related to the customer experience. Developed potential user interaction models for conducting multiple types of financial transactions in a single system. Selected appropriate web technologies and implementation methods to ensure maximum flexibility. Developed functional requirements and lead the technology team in developing the interaction architecture. Directed the visual design process and composed all screen-based content. Oversaw the usability testing of graphical elements, messaging, and interaction models to determine the most intuitive user experience.

Education

MASTER OF DESIGN IN INTERACTION DESIGN, CARNEGIE MELLON UNIVERSITY **JULY 2002 TO MAY 2004**

Thesis essay concentrated on emerging consumer behaviors and consumption trends, specifically the modification of products beyond their intended use. Thesis project investigated 'inquiry' as conducted by Ph.D. students, resulting in the design of a new interaction model for an activity-based operating system that supports the broader integrated goals of inquiry. Other topics of study included interaction theory, interaction design, industrial design, physical computing and electronics, and anthropology. Clients included New Balance, Microsoft, and The CMU Center for Arts in Society.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (MARKETING), CSU FRESNO **AUGUST 1991 TO DECEMBER 1995**

Rodman Scholar, Dean's List for Outstanding Academic Performance, Small Business Institute "Best Business Case Award" — Second Place

Publications

Selected reports from my role as analyst at Forrester Research. Full abstracts are available on my website at www.brianhaven.com/publications.

A CMO'S GUIDE TO CORPORATE SOCIAL RESPONSIBILITY	JULY 31, 2008
BUILDING AN EFFECTIVE GREEN MARKETING STRATEGY	JULY 31, 2008
MEASURING ENGAGEMENT	JUNE 10, 2008
DISRUPTION LOOMS FOR FINANCIAL SERVICES	MAY 6, 2008
FIVE TOOLS AND TECHNOLOGIES TO MEASURE ENGAGEMENT	APRIL 22, 2008
THE FORRESTER WAVE™: INTERACTIVE MARKETING AGENCIES, Q4 2007	DECEMBER 4, 2007
MARKETING'S NEW KEY METRIC: ENGAGEMENT	AUGUST 8, 2007
A SECOND LIFE FOR MARKETERS?	MAY 1, 2007
INTERACTIVE MARKETING CHANNELS TO WATCH IN 2007	MARCH 27, 2007
LEVERAGING USER-GENERATED CONTENT	JANUARY 25, 2007
SHOULD YOUR BRAND USE ONLINE VIDEO?	OCTOBER 3, 2006
USER-GENERATED CONTENT AMBUSHES THE MEDIA BIZ	APRIL 7, 2006
BROADBAND CREATES A CONTENT BUSINESS MODEL	FEBRUARY 6, 2006

Speeches

ENGAGEMENT: A NEW APPROACH TO UNDERSTANDING YOUR CUSTOMERS, KEYNOTE (Brandworks University)	JUNE 3, 2008
ENGAGEMENT: A NEW APPROACH TO UNDERSTANDING YOUR CUSTOMERS, KEYNOTE (Marketing Forum 2008, Forrester Research)	APRIL 8, 2008
TAPPING THE POWER OF CONNECTED CUSTOMERS, KEYNOTE (Conversations 2007, Nuance Communications Customer Conference)	OCTOBER 22, 2007
TAPPING THE POWER OF CONNECTED CUSTOMERS, KEYNOTE (Visual Sciences User Conference)	OCTOBER 9, 2007

Press

TELEVISION

CNBC — MAINSTREAM MEDIA EYEING BOOMING YOUTUBE **JULY 18, 2006**

RADIO

NPR MARKETPLACE — SECOND LIFE'S ECONOMY SLOWS DOWN, TOO **JANUARY 22, 2008**
NPR — VIACOM DEAL BOOSTS JOOST, BUT ONLY PART WAY **FEBRUARY 21, 2007**
NPR "DAY TO DAY" — YOUTUBE'S BRAND CHANNEL **AUGUST 22, 2006**
NPR "MORNING EDITION" — NBC PLUGS INTO YOUTUBE'S VIRAL GROWTH **JUNE 28, 2006**

PRINT

ADVERTISING AGE — AS THE LINES BLUR, DIGITAL AGENCIES ARE TAKING LEAD **OCTOBER 27, 2008**
NEW YORK TIMES — PODCASTERS UNITE TO FIGURE OUT A ROLE FOR ADS **JULY 23, 2007**
NEWSWEEK MAGAZINE — WATCHING THE WATCHERS **JULY 17, 2007**
WALL STREET JOURNAL — FINDING TOM CRUISE (NOT CRUISE MISSILES) **OCTOBER 12, 2006**