

# Brian Haven

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## Profile

I am an industry expert in social media and Social Computing, covering this space as an analyst at Forrester Research. As companies continue to struggle with their role in emerging channels, I help companies understand these new channels and determine their credibility in the space. My research at Forrester also focuses on engagement — key to understanding the dialogue companies have with their customers and how to measure those activities. My background and education are based in design thinking and design strategy. I leverage my design background to help businesses appreciate the role of design strategy in innovation, new product development, qualitative research, service design, and marketing — utilizing my expertise at the intersection of design, technology, and business. I've published numerous reports and consulted on these subjects. I also deliver keynote speeches on social computing and engagement.

## Experience

### SENIOR ANALYST, FORRESTER RESEARCH

OCTOBER 2005 TO PRESENT

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 design 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.

### RESEARCH ASSISTANT; INTERACTIVE DESIGNER & CO-FOUNDER

AUGUST 1996 TO MAY 2002

Performed research within the Product Development, Online Marketing, and Strategic Development groups at Wells Fargo Bank. Evaluated competitors' online banking products and functionality and provided research support to staff heading new bank growth initiatives. Analyzed market research, business cases, and corporate growth strategies. Also co-founded a small web design and development company to develop website architectures and website design.

## 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. Completed projects for New Balance, Microsoft, and The Carnegie Mellon 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

I authored the following selected reports in my role as analyst at Forrester Research. Abstracts are available on the Forrester website (forrester.com) or on my website (brianhaven.com).

<b>MEASURING ENGAGEMENT</b>	<b>COMING SOON</b>
<b>A CMO'S GUIDE TO CORPORATE SOCIAL RESPONSIBILITY</b>	<b>COMING SOON</b>
<b>HOW TEENS USE SOCIAL MEDIA</b>	<b>COMING SOON</b>
<b>FIVE TOOLS AND TECHNOLOGIES TO MEASURE ENGAGEMENT</b>	<b>IN EDITING</b>
<b>DISRUPTION LOOMS FOR FINANCIAL SERVICES</b>	<b>IN EDITING</b>
<b>THE FORRESTER WAVE™: INTERACTIVE MARKETING AGENCIES, Q4 2007</b>	<b>DECEMBER 4, 2007</b>
<b>MARKETING'S NEW KEY METRIC: ENGAGEMENT</b>	<b>AUGUST 8, 2007</b>
<b>A SECOND LIFE FOR MARKETERS?</b>	<b>MAY 1, 2007</b>
<b>INTERACTIVE MARKETING CHANNELS TO WATCH IN 2007</b>	<b>MARCH 27, 2007</b>
<b>LEVERAGING USER-GENERATED CONTENT</b>	<b>JANUARY 25, 2007</b>
<b>SHOULD YOUR BRAND USE ONLINE VIDEO?</b>	<b>OCTOBER 3, 2006</b>
<b>THE FORRESTER WAVE™: RICH MEDIA CONTENT DELIVERY, Q2 2006</b>	<b>JUNE 9, 2006</b>
<b>USER-GENERATED CONTENT AMBUSHES THE MEDIA BIZ</b>	<b>APRIL 7, 2006</b>
<b>BROADBAND CREATES A CONTENT BUSINESS MODEL</b>	<b>FEBRUARY 6, 2006</b>

## Speeches

<b>ENGAGEMENT: A NEW APPROACH TO UNDERSTANDING YOUR CUSTOMERS, KEYNOTE (MARKETING FORUM 2008, FORRESTER RESEARCH)</b>	<b>APRIL 8, 2008</b>
<b>TAPPING THE POWER OF CONNECTED CUSTOMERS, KEYNOTE (CONVERSATIONS 2007, NUANCE COMMUNICATIONS CUSTOMER CONFERENCE)</b>	<b>OCTOBER 22, 2007</b>
<b>TAPPING THE POWER OF CONNECTED CUSTOMERS, KEYNOTE (VISUAL SCIENCES USER CONFERENCE)</b>	<b>OCTOBER 9, 2007</b>

## 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

**NEW YORK TIMES — PODCASTERS UNITE TO FIGURE OUT A ROLE FOR ADS** **JULY 23, 2007**  
**BRANDWEEK — MARKETERS WARM UP TO SOCIAL MEDIA** **MARCH 29, 2007**  
**ADVERTISING AGE — FOR MARKETERS SOCIAL MEDIA SOARS, MOBILE AND GAMING LAG** **MARCH 27, 2007**