

BRIAN HAVEN

PERSONAL STATEMENT

I am an industry expert in social media, customer experience, and design strategy. I bring a design thinking approach to business with an eye for technology. I was a senior analyst at Forrester Research where I covered social media and its impact on institutions. I've frequented the keynote stage and won Forrester's Top Keynote award. I also served as Vice President of Strategy for the digital marketing agency iCrossing. I've led client engagements with companies like Adobe, Avery Dennison, Best Buy, Billboard.com, Dell, Fidelity, Honda, MTV, Research in Motion, and UPS. I've shared my insights with the media including broadcasts of CNBC, PodTech, and NPR and been quoted in publications like Advertising Age, Adweek, Brandweek, Entrepreneur Magazine, Newsweek, Red Herring, The New York Times, The Wall Street Journal, and The Washington Post.

SPECIALTIES

Design, Design Strategy, Social Media, New Product Development, Branding, Marketing, Media, Customer Insight, Engagement, Ethnography, Research

CONTACT DETAILS

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EDUCATIONAL BACKGROUND

Master Of Design, Interaction Design CARNEGIE MELLON UNIVERSITY

July 2002 – May 2004

Thesis essay concentrated on emerging consumer behaviors and consumption trends, specifically the modification of products beyond their intended use. This project investigated 'inquiry' as conducted by Ph.D. students, resulting in a design concept for a tablet-based (pre iPad and multitouch) platform for conducting research and collaborating with teams. Other topics of study included interaction theory, interaction design, business design, industrial design, physical computing and electronics, robotics, and anthropology. Completed projects for brands such as New Balance, Microsoft, and The Carnegie Mellon Center for Arts in Society.

Bachelor Of Science In Business Administration, Marketing Option CALIFORNIA STATE UNIVERISTY, FRESNO

August 1991 – December 1995

Rodman Scholar — The largest single award offered by Fresno State. Rodman Scholars, now referred to as President's Scholars, serve as ambassadors of the university and represent the campus in a variety of ways throughout their academic careers.

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

Writer, Managing Editor, & Editor — *The Edge*, An Underground Campus Newspaper

PROFESSIONAL EXPERIENCE

Consultant & Strategist

SELF-EMPLOYED

April 2012 – Present

Assisting clients with business strategy, thought leadership production, whitepaper authoring, competitive research, market research, ethnography, marketing/sales materials, information visualization, speeches, surveys, and other consulting services.

CEO & Co-Founder

ZETTIT, INC.

April 2012 – Present

Co-Founder and CEO of a startup focused on helping sales and marketing professionals discover meaning in news and social content. The Zettit service intelligently discovers, curates, and summarizes news articles, social media conversations, and other factual data about people, companies, industries, and topics.

Vice President, Strategy

ICROSSING

July 2009 – March 2012

Responsible for defining overarching client digital strategies based on research data, analysis, synthesis, and creative ideation. Also responsible for leading design and business strategies for multi-million dollar agency pitches. Client types spanned Product Manufacturers, Financial Services, Automotive, Travel & Hospitality, and Media & Entertainment. Also contributed to agency corporate strategy.

Consultant — Social Media & Social Strategy

SELF-EMPLOYED

September 2008 – June 2009

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 — Social Media & Customer Engagement

FORRESTER RESEARCH

October 2005 – August 2008

Serve as a thought leader and industry expert in social media and emerging technologies. As companies continue to struggle with their role in emerging channels, I helped companies understand these new channels and determine their credibility as it relates to customer needs and business competencies. My research focused on engagement, key to understanding the dialogue companies have with their customers, and how to measure those activities. Building on my design background, I also performed research

and brought insight into the importance of design thinking in innovation, new product development, qualitative research techniques, service design, and marketing. Published research reports, delivered keynote speeches at industry and client conferences, and provided journalists with industry expertise for broadcast news and print/web articles.

Senior Design Researcher & Strategist CATAPULT THINKING

July 2004 – September 2005

Responsible for organizing and conducting design research (ethnographic) for clients in manufacturing, consumer electronics, retail products, 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 that aid clients in better serving customers.

Consultant — Senior Interaction Designer SELF-EMPLOYED

December 2001 – 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 – June 2001

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 for products as they related to the customer experience. Developed 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, composed all screen-based content, and directed translations into Spanish and Chinese. Oversaw the usability testing of graphical elements, messaging, and interaction models to determine the most intuitive user experience.

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SELECT PUBLICATIONS

Marketing's New Key Metric: Engagement

FORRESTER RESEARCH

August 8, 2007 — havn.me/ForrEngagement1

Marketers Must Measure Involvement, Interaction, Intimacy, And Influence

The marketing funnel is a broken metaphor that overlooks the complexity social media introduces into the buying process. As consumers' trust in traditional media diminishes, marketers need a new approach. We propose a new metric, engagement, that includes four components: involvement, interaction, intimacy, and influence. Each of these is built from data collected from online and offline data sources. Using engagement, you get a more holistic appreciation of your customers' actions, recognizing that value comes not just from transactions but also from actions people take to influence others. Once engagement takes hold of marketing, marketing messages will become conversations, and dollars will shift from media buying to customer understanding.

Measuring Engagement

FORRESTER RESEARCH

June 10, 2008 — havn.me/ForrEngagement2

Four Steps To Making Engagement Measurement A Reality

The metrics marketers use today fail to capture the supercharged social behaviors and intimate relationships people have with brands. With the four I's of engagement: involvement, interaction, intimacy, and influence — marketers obtain a framework to decipher this complexity. To measure engagement, marketers need to take four critical steps: define, audit, assess, and prioritize the metrics that are appropriate for their customer buying processes.

Disruption Looms For Financial Services

FORRESTER RESEARCH

May 6, 2008 — havn.me/ForrFSDsrpt

Social Media Entrants Show Marketers A New Way For Brand Differentiation

A new crop of financial services startups use social media tools like social lending and re-envisioned money management to enrich the experience around money management for consumers. As the quality of online financial services drives customer loyalty and advocacy, and customers of the major US banks are very active in social networks, marketers of financial institutions have a great opportunity to add community services to their portfolios. They should start with researching the needs and drivers of their target customers with ethnographic research and studying the adoption of services from the new entrants.

A CMO's Guide To Corporate Social Responsibility

FORRESTER RESEARCH

Jul 31, 2008 — havn.me/ForrCSR

People increasingly expect firms to behave in a socially responsible manner, but many companies are only beginning to take action. Corporate social responsibility (CSR) is not simply a passing fad; it's a growing trend that CMOs need to acknowledge and that will affect every part of the organization. As their firms assess which CSR initiatives to take, marketing leaders should take the lead in understanding the customers' needs and voicing them inside the firm. With more consumers willing to pay more for environmentally friendly products and fair trade, CMOs will find that CSR can add to the profitability of the business.

The Forrester Wave™:

Interactive Marketing Agencies, Q4 2007

FORRESTER RESEARCH

Dec 4, 2007 — havn.me/ForrWaveAgncy

Forrester's evaluation of leading interactive marketing agencies across 52 criteria revealed a market adept at handling today's digital campaigns but lacking the thought leadership to drive more comprehensive brand strategies. In the current environment, OgilvyInteractive, Avenue A | Razorfish, Sapient, and Digitas lead because of their breadth of experience with interactive marketing campaigns utilizing many different channels (email, search, display ads, and emerging channels), as well as strong measurement and analytics capabilities. Strong Performers include VML, based on its strategic guidance, and Critical Mass and imc2, with their interactive skills rooted in Web site design. All of the agencies in this evaluation still have a lot of work ahead of them to prove that they have the acumen, vision, and road map to lead broader cross-channel marketing and brand strategies.

Designing For Participation

CARNEGIE MELLON UNIVERSITY — MASTERS THESIS

Fall 2002 To Spring 2004 — havn.me/DesigningForParticipation

The aim of my thesis was to open a discussion among designers about a new phenomenon in the process of making and encourage the adoption of 'Platform Thinking.' The emerging signs of behavioral transformation are exposed through individuals' modification of products that extend those objects into unintended design spaces. As these acts of modification spread, groups form to supports the ongoing efforts. Greater exposure spreads to mass audiences and encourages simplification resulting in participation by less savvy individuals. Large institutions take notice, and eventually respond (initially in retaliation), eventually embracing 'Platform Thinking.'

OTHER PUBLICATIONS

How Engaged Are Your Customers?

COMMISSIONED BY ADOBE — Nov 2008 — havn.me/AdobeEngmnt

Five Tools And Technologies To Measure Engagement

FORRESTER RESEARCH — Apr 22, 2008 — havn.me/Forr5Tools

The YouTube Viewer's Ad And Social Media Habits

FORRESTER RESEARCH — Jan 7, 2008 — havn.me/ForrYouTube

A Second Life For Marketers?

FORRESTER RESEARCH — May 1, 2007 — havn.me/Forr2ndLife

Interactive Marketing Channels To Watch In 2007

FORRESTER RESEARCH — Mar 27, 2007 — havn.me/ForrIMChnl07

Leveraging User-Generated Content

FORRESTER RESEARCH — Jan 25, 2007 — havn.me/ForrUGC

SPEAKING ENGAGEMENTS

What's Next? A Brief History Of The Future Of Marketing

FOR ICROSSING

Closing Keynote — iCrossing Client Summit

March 4, 2011 — havn.me/iCWhatsNext

The Engagement Imperative: What Works?

FOR LINDSAY, STONE, & BRIGGS — BRANDWORKS UNIVERSITY

Keynote — Brandworks University 2008

June 3, 2008

Engagement: A New Approach To Understanding Your Customers

FOR FORRESTER RESEARCH

Keynote — Marketing Forum 2008

April 8, 2008 — havn.me/ForrForum08Engmt

Tapping The Power Of Connected Customers

FOR NUANCE COMMUNICATIONS CUSTOMER CONFERENCE

Keynote — Conversations 2007

October 22, 2007

Tapping The Power Of Connected Customers

FOR VISUAL SCIENCES

Keynote — Visual Sciences User Conference

October 9, 2007

PRESS APPEARANCES

TELEVISION

CNBC

Mainstream media eyeing booming YouTube

July 18, 2006 — havn.me/CNBCYouTube

RADIO

NPR Marketplace

Second Life's economy slows down, too

January 22, 2008 — havn.me/NPRMrktplc2ndLife

Marketwatch Radio

Viacom deal boosts Joost, but only part way

February 21, 2007

NPR "Day to Day"

YouTube's Brand Channel

August 22, 2006 — havn.me/NPRYouTubeBrndChnl

NPR "Morning Edition"

NBC Plugs into YouTube's Viral Growth

June 28, 2006 — havn.me/NPRMrnEdtYouTube

PRINT

New York Times

Podcasters Unite to Figure Out a Role for Ads

July 23, 2007 — havn.me/NYTPodcst

The Wall Street Journal

Finding Tom Cruise (Not Cruise Missiles)

Oct 12, 2006 — havn.me/WSJFindCruise

Newsweek Magazine

Watching The Watchers

Jul 16, 2006 — havn.me/WshWkVidWatchers

The Washington Post

Google Gambles on Web Video

Oct 10, 2006 — havn.me/WshPstGoogleVideo

Entrepreneur Magazine

Growing Trend: Online Video

Nov 1, 2006 — havn.me/EntprnrMagOnlineVid

Advertising Age

For Marketers, Social Media Soars,

Mobile & Gaming Lag

Mar 27, 2007 — havn.me/AdAgeSocialMobileGaming