

Bob Berry

SPEAKER

Business and Worldly Success Through  
Masterful Human Interaction



Researcher, Innovator, Author, Inventor, Entrepreneur, Trainer

I guide professionals to master innovative, lucrative approaches to human engagement and inf+luence. Through my speaker series, webinars, in-depth professional development, and consulting, businesses master **The Single Human Dynamic** – ignored by most – that drives the global economy, creates every business outcome, and enables a new age of civilization.



BUSINESS and HUMAN EXPERIENCE CHALLENGES ADDRESSED

All of our success in business - or in almost any endeavor that involves human interaction - is driven by individual personal choices that occur within the experiences that we offer to the people we aim to serve and influence. How much real and direct knowledge we possess about those human choices and experiences directly determines how much we can accomplish. Brilliant human interaction is an art. Mastering it will rocket our success to new heights.

The SOLUTION

A new kind of business experience that reveals the exact dynamics and causes of our success or failure in the world, based on 25 years of direct research with Apple, Google, Facebook, Amazon, HP, FedEx, and the country's top colleges, universities, and institutions. This 'experience-experience' produces proven, direct, immediate, tangible, measurable impact on orders, revenue, costs, customer satisfaction, retention, and the bottom line.

RELEVANT ACHIEVEMENTS

- Raise 5 children
- Principal, AnswerLab – Lead user and customer experience research programs for The World’s Best Companies
- Founder, ItsTheUsers.com - Drive user experience innovations and professional development programs worldwide
- Founder, YouthLifeExperience.com - 37,000 youth nationwide prepared for life via innovative learning experiences
- At Deluxe Corp. - Drive \$3.2M growth via user and customer experience redesigns and business re-engineering
- At Hewlett-Packard – design and launch the web’s first e-commerce, e-learning, and social media experiences

SPEAKING and TEACHING – FOCUS and EXPERIENCE

Audiences

- Apple, Google, Facebook, Amazon
- FedEx, Cisco, HP, Microsoft, eBay
- Universities of Texas, Colorado, Utah, Nebraska, Arkansas, Cal State, Iowa, Idaho, Indiana St., Louisiana St., Maryland, Montana State, North Carolina, North Dakota, Penn State

Topics, Expertise

- Leadership, Entrepreneurship
- Business and UX Strategy
- Motivational Speaking
- Human-Computer Interactions
- User Experience, User Response
- Man-Machine Interface Design
- Digital and Interactive Marketing

Locations

- Shanghai, Bangkok
- Manila, Dubai, Melbourne
- Paris, Frankfurt, Dublin
- Amsterdam, Prague, Toronto
- NY, SF, LA, Chicago, Dallas, Denver
- And all other major U.S. cities

ADDITIONAL TOPICS and COMPETENCIES

Workshop Facilitation - Leadership Forums - Usability - e-Learning - UX Strategy - A/B Testing - User Research - Information Architecture & Design - User Testing - User Journeys - Focus Groups - User Interviews - User Analytics - Card Sorting - Ethnographies - Personas - General Market Research - Mobile UX - Surveys - Prototyping - UX Competitive Analysis - Wire-framing - Heuristics - Instructional Design - Project Management - E-Marketing - Content Marketing

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LANGUAGE: English / EDUCATION: BS Computer Science and Math, University of Nebraska-Lincoln

