

Bob Berry SPEAKER Business and Worldly Success Through Masterful Human-Computer Interactions



Researcher, Innovator, Author, Inventor, Entrepreneur, Trainer

I guide professionals and top businesses, including Google, Facebook, FedEx, Twitter, and Amazon, to create exceptional online experiences that drive customer response and produce results - *now critical for survival as COVID-19 forces the world economy online.*

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.



BIO and RELEVANT ACHIEVEMENTS

- I'm a principal at AnswerLab, where I guide online transformation projects for the world's top brands' and consult on their creation of new, optimal online experiences in this age of coronavirus
- I'm the founder of The Human-Computer MasterMind Academy.
- In the early 90s at Hewlett-Packard, I led the first e-business teams that designed the first-ever e-commerce, e-learning, social media, and cloud services.
- I led a multi-channel business overhaul at Deluxe Corp. that drove \$3.2M in new business - during the Great Recession.
- I designed and launched new learning systems that have guided 37,000 youth in all 50 states to prepare for life.
- I speak, teach, consult, mentor, conduct research, and direct leadership events worldwide, with executives at Microsoft, Canon, eBay, GE, Honeywell, Lilly, and many others.

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.

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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