

Quick Intro

A CHIMERA? A POLYMATH? A STRANGE UNION OF AESTHETICS, ACUMEN, & ASTUTENESS

With a combination of zeitgeist awareness, sharp business intelligence, experience design & strategy, and consumer insights, I am tough to catalogue but useful in many scenarios. I began in design, grew up in business strategy and consulting, and currently live under the very broad umbrella of customer experience & consumer insights.

At this point in my career I am seeking a position that allows me to stretch my wings in service of a purpose-driven organization that has consistently interesting challenges to solve, smart people to collaborate with, and a lot of heart.

Cronin • January 2017 — Present

SENIOR DIRECTOR, CUSTOMER EXPERIENCE & CONSUMER INSIGHTS

Brought on in 2017, I radically transformed the role and department I was hired into, adding top-notch UX practices and deliverables to a quality web development team and growing our research, CX, and customer strategy capabilities from almost nothing into a robust center of excellence delivering extremely competitive insights and visualizations.

Led the development of new Customer Experience and Consumer Insights service offerings, including building qualitative and quantitative internal capabilities, persona segmentation services, and innovation research

Designed and launched bespoke experience mapping, journey mapping, martech stack analysis, and marketing integration work for top clients in healthcare and financial services

Pioneered new ways of working with clients, including collaborative wireframing, live market mapping workshop sessions, and deep stakeholder research

Developed and presented experience strategy and research reports that far exceed expectations and results

Created a novel process to synthesize qualitative inputs in a collaborative fashion, road-tested and proven in over a dozen projects

Brought the UX practice up to and beyond modern standards, developing and instituting processes, selecting software platforms, and integrating research

Launched a Digital Ops work group to better define and implement cross-functional processes and communications protocols

Regularly presented original content to the public, internal leadership, and client leadership teams, including speaking on journey mapping, brand experience, personas, and user experience

Hosted a podcast focused on Connecticut businesses, interviewing leaders from companies including Bigelow, Nassau Re, Infosys, UCONN Health, and Henkel

Rebel Interactive • March 2016 — December 2016

SENIOR ACCOUNT DIRECTOR AND CLIENT STRATEGIST

At Rebel, I was quickly promoted to the leadership team and asked to help steer the direction of the company. While I was hired into a fairly standard Senior Account Director role, I performed well above and beyond that position:

- Introduced strategic analysis and tech stack auditing on several client engagements, including NSCP, Baywa Re, Habco, and Charter Communications

- Dramatically improved the form and function of agency work outputs, including proposals, reports, presentations, and analysis

- Initiated the customer experience practice and built the company's first journey map for a client

Hyperbolous, LLC • September 2004 — March 2016

DIGITAL DIRECTOR

At Hyperbolous, I was leading all digital efforts as well as a key member of the agency strategic team. A small New York agency, we were nevertheless privileged to work on some significant brands:

- Created marketing strategies, identity platforms, and executions for brands such as Healthgrades, WebMD, and Sleep Number

- Directed all digital work, from UX oversight to design implementation and development, including multilingual (for one private equity firm, managing three related websites in six languages), e-commerce, and healthcare sites

StickyData, LLC • March 1999 — December 2003

CO-FOUNDER

Right in the middle of the internet bubble in New York City, my partner and I founded a small digital agency, growing it to 16 people and handling major web projects for clients like Dow Jones. StickyData was an incredible triumph as well as an unbelievable challenge early in my career.

- Launched new brands and relaunched old ones, in sectors including entertainment, publishing, technology, and home goods

- Built and launched a proprietary image server product, presaging modern CDN technology

- Established a content management platform for the Wall Street Journal's smaller sites, including OpinionJournal, WineJournal, and WeekendJournal

EURO RSCG • March 1998 — May 1999 • Creative Director

VSI Communications • February 1997 — March 1998 • Art Director

Siegel+Gale • April 1996 — January 1997 • Designer

Speaking & Volunteering

Experienced public speaker (NESHCo, UXPA, COCC, AdClub)

Served on the Board of Trustees of Watkinson School in Hartford, CT

Chair, Canton, CT Economic Development Agency

Vice Chair, Democratic Town Committee, Canton, CT

Education

Simon's Rock College of Bard