

Daniel P. O'Brien

5 Hennessey Drive
Acton MA 01720
617-852-1648
dan@obrienresources.com

SUMMARY

Expert business writer with versatile background in research, marketing, media, and information design

EXPERIENCE

Owner September 2007-Present
O'Brien Resources Acton, MA

- Contract work including strategic planning, custom research, corporate whitepapers, RFP content, wiki design, user documentation, and presentations
- Skilled in writing, layout, and presentation applications
- Clients include Follett Book Co., BostonCoach, Pegasystems, Progress Software

Executive Director, Student Experience April 2006-August 2007
Kaplan University (30,000 online students) Fort Lauderdale, FL

- Spearheaded student retention campaign: Organized enterprise-wide "retention summit," structured steering committee and 6 task forces, shepherded 19 projects. Result: 6 percentage-point increase in retention, worth \$30M.
- Designed customer-loyalty plan using Net Promoter Score discipline. Six Sigma Champion certified.
- Crafted policies & procedures wiki for 200 Academic Advisors.

Vice-President, Marketing August 2003-February 2006
Care4, LLC Acton, MA

- Developed investor presentation and collateral for startup deploying micro-sensor array to monitor resident activity and health in elders' homes.

Senior Analyst October 1999-June 2003
Forrester Research, Inc. Cambridge, MA

- Authored syndicated, "big idea" reports about technology's future impact on media and marketing. Titles included "Deconstructing Media," "Books Unbound," "Hypersyndication," and "Local Media's Lifeline." Qualitative executive interviews and quantitative survey design and analysis.
- Advised Fortune 500 client companies on Internet media strategy.
- Regularly briefed press on technology issues. Quoted in *Wired*, *Newsweek*, AP, etc. and on *Nightly Business Report*.

Director, Internet Commerce March 1996-September 1999
Pearson Education Reading, MA

- Launched this \$1B textbook publisher's first online store.
- Chaired company e-commerce steering committee and evangelized distribution and marketing opportunities.

Previous Work

- General assignment reporter for Alameda (CA) *Times-Star*
- Art book line management and special sales, E.P. Dutton & Co., NYC
- Product manager for pre-press newspaper systems, Atex, Inc., Bedford, MA
- Adjunct faculty member, University of Phoenix MBA program (online and classroom)
- Marketing manager for Autosite.com, car-buyer resource, Westborough, MA

EDUCATION

Bachelor of Arts, with Highest Distinction In English, *cum laude*
Dartmouth College, Hanover, NH

Master in Business Administration, with focus in industrial marketing
Harvard Graduate School of Business Administration, Boston, MA