

# ERIC GRANT

STRATEGY, DESIGN, IMPLEMENTATION, EVALUATION

**Technology Project Manager** with broad experience running interdisciplinary teams in the planning and delivery of solutions to Global 2000 clients. Skills include instructional design, ethnographic research, information architecture, and interaction design. Areas of expertise include trends and forecasting; learning and education, and organizations, systems, and processes.

## PROFESSIONAL EXPERIENCE

**Stanford University [Stanford Center for Innovations in Learning](#)**, Stanford, CA  
Academic Technology Specialist, Jan '05 to present

*SCIL and Wallenberg Hall are home to Stanford's high-performance learning spaces. Its mission is to experiment with technologies that support learning, help faculty and students use them, and help Stanford and its global partners adopt them on a mass scale.*

- **Research and Design:** working with faculty and students to transition courses into high-performance spaces; examining learning goals, teaching methods, logistical concerns, and costs and benefits
- **Reporting:** authoring a report of best practices for professors, researchers, and building staff
- **Management and Mentoring:** recruiting and managing graduate student interns
- **Outreach:** creating workshops for intelligent space designers; authoring papers on best practices for academic technology journals; presenting at academic conferences

**[Katzenbach Partners LLC](#)**, New York, NY  
Technology Project Manager, Mar '04 to Jun '04

*KPL is a strategic, organizational, and management consultant to a variety of Fortune 500 corporations. Projects included two for Pfizer and one for KPL's internal development needs.*

- **Project Management:** oversaw another consulting firm's efforts to build and implement a marketing and sales portal; shared final signoff authority with the client
- **Interface Design:** designed and prototyped interfaces for the portal
- **Research and Evaluation:** designed and executed a 20-nation survey assessing readiness for migration to an enterprise Performance Management System

**[Scholastic Inc](#)** Consumer Software Division, New York, NY  
Assistant Producer, July '02 to August '03

*Scholastic's Consumer Software division produces leading children's educational software games for the retail market. Projects included two award-winning CD-ROM games with an NCTM math curriculum for grades K-2 and 3-5.*

- **Product Development:** collaborated with a small team to create and produce two software titles, "Math Missions K-2," and "Math Missions 3-5" concurrently; orchestrated efforts of 12 production contractors and an internal QA team
- **Technical Scripting:** authored and managed the functional script
- **User Testing:** conducted focus group testing of both kids (usability) and adults (marketing)
- **Asset Management:** tracked and channeled over 3500 art, audio, and animation assets
- **Quality Assurance:** provided support to and participate in script testing, bug hunting, and regression

## PROFESSIONAL EXPERIENCE *continued*

**Sapient Corporation** Learning Services, New York, NY and Austin, TX

Project Manager, August '00 to February '02

**Human Code Inc** Learning Technology, Austin, TX

Producer, Internet Architect, April '00 to August '00

*Sapient, a technology consultancy, acquired Human Code, an interactive learning and entertainment shop. Clients included Dell, Goldman Sachs, Sallie Mae, Scholastic, Holt Rinehart and Winston, Worth Publishing, the US Marine Corps, the UNC Morehead Observatory, and others. Teams consisted of 2 to 20 strategists, programmers, artists, and content developers; scope of work ranged from \$500K to \$10M.*

- **Project Management:** supervised scope, time, cost, and quality of three full-lifecycle e-learning solutions; managed client relationships, resource allocation, risk, and contracts
- **Business Strategy:** identified and analyzed specific business problems; created e-learning offerings with financial, technology, retail, and publishing vertical business units
- **Business Development:** identified business objectives, scope, and requirements to create proposals and project plans for 8 projects for various industries; generated \$5M in revenue from 5 successful proposals
- **Training:** managed and delivered "train the trainers" sessions during delivery of completed systems to clients
- **Operations:** managed knowledge retention and resource allocation during massive organizational changes and reductions in force from 30 to 6 production staff
- **Leadership:** guided professional development; provided growth opportunities for team members

**Trilogy Software Inc** Financial Services, Austin, TX

Software Consultant, July '98 to April '00

*Trilogy develops and implements software to manage complex ecommerce problems. Clients included EMC<sup>2</sup>, Lucent, Southwestern Bell Corporation, and Novell. Teams consisted of 2 to 8 architects and programmers; scope of work ranged from \$100K to \$5M.*

- **Design:** participated in application development, database design, network planning and optimization, and integration with legacy systems
- **Implementation:** customized and implemented proprietary software solutions using VB and Java for sales channel, variable compensation, pricing, and configuration problems for three long-term clients; performed bug fixing for two clients in short-term emergency capacity

## EDUCATION

**Stanford University**, Stanford, CA

MA Learning, Design, and Technology, June '05

*The LDT program prepares professionals to design and evaluate educationally informed and empirically grounded learning environments, products, and programs. Coursework included instructional design, human-computer interaction, qualitative research methods, educational psychology, education markets, strategy and design, and learning environments. Masters Project, **Face2Face**, is a technology-enhanced distributed and collocated course facilitating cross-cultural exchange and development of adaptation strategies for new graduate students.*

**Carnegie Mellon University**, Pittsburgh, PA

BS Information & Decisions Systems, BS Political Science, May '98

*The IDS program focuses on meeting organizational and management needs for information and decision support. Coursework included data structures, algorithms, structured analysis and design, policy analysis, organizations, management, communications, and symbolic systems.*

## PUBLICATIONS

### **Captology and Education**

Booker, A., Grant, E., Hsieh, A., Jiminez, O., Fogg, BJ. Harvard Education Review, September 2005

Abstract: In this article, members of Stanford University's Persuasive Technology Lab present ways in which technologies can be utilized to effect behavioral and attitudinal changes in learners. It begins with a brief introduction of persuasion; discusses captology, the study of computers that persuade; details formal models of captology that may be used to analyze learning technologies (with several examples); and finishes with guidelines for educators for choosing or designing technologies that enhance learning through persuasion.

### **Moving Course to Experimental Classrooms in Wallenberg Hall A Case Study: CE222**

Grant, E. Stanford Center for Innovations in Learning, June 2005

Abstract: This paper examines the challenges of moving a college course from its traditional physical setting to the experimental classrooms in Stanford University's Wallenberg Hall, where support staff work with faculty and students to innovate with flexible spaces and technology tools. The course studied involves heavy technology dependencies, and the instructor conducts an ongoing study of the impact on learning resulting from the use of these technologies. This study attempts to describe and analyze both of those aspects to provide recommendations for moving similar courses into Wallenberg Hall.

## RELEVANT SKILLS, TRAINING, & INTERESTS

- Professional with proven ability to build and maintain customer relationships
- Fluent in Statements of Work, Master Services Agreements, project management tools including MS Project and Visio, and information architecture
- Conversant in database design and administration, enterprise systems, back-end integration, Director, Flash, Lingo, Java, VB, C, HTML, ASP, PERL, SQL, and many other current languages, tools, and concepts
- Design areas of interest include human-computer interaction, interaction design, and interactive art
- Technology interests include mobile, pervasive, and ubiquitous computing, social networking tools, and persuasive technology (captology)
- Education areas of interest and research include informal learning, cross-cultural education, distributed collaboration, and situated learning
- Affiliate Member of the Institute for the Future
- Member of the Stanford Persuasive Technology Lab
- Member of SIGCHI, BAYCHI
- US citizen; willing to travel

## CONTACT INFORMATION

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