

250 Word Biography

Evan Carroll is an author, speaker, and experience architect. His career spans roles in user experience, marketing, and product management for leading agencies and technology companies.

He's the author of two technology books and has appeared in major news outlets including *The New York Times*, *CBS Sunday Morning*, NPR's *Fresh Air*, *The Atlantic*, and *Popular Science*.

A frequent speaker on technology, marketing, and digital culture, Evan has presented to audiences at SXSW Interactive, the Library of Congress, the Internet Archive, the American Bankers Association, the American Bar Association, the American Marketing Association, and the Direct Marketing Association, among others.

Before starting Evan Carroll and Associates, Evan worked at ChannelAdvisor, an e-commerce software company that helps brands and retailers extend their reach. Previously, Evan worked at Capstrat, an award-winning communications agency in the Omnicom Group. There Evan helped technology, healthcare, and higher education clients craft their digital and traditional communications.

Evan is co-author of the book, *Blue Goldfish*, which highlights businesses leveraging technology, data and analytics to do a "little something extra" to improve the experience for their customers.

A leader in digital legacy and personal archiving, Evan is co-founder at The Digital Beyond and co-author of the book, *Your Digital Afterlife: When Facebook, Flickr and Twitter Are Your Estate, What's Your Legacy?* (New Riders Press, 2010).

Evan holds MS and BS degrees in Information Science from UNC-Chapel Hill. He's a past president of the Triangle American Marketing Association and is a member of the National Speakers Association.





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