

Teasley

Using Data to Improve Your Marketing

Personnel Profile: Brian Teasley

Brian Teasley has over twenty years of experience solving problems in various industries. His marketing experience includes work with numerous Fortune 100 companies.

Brian has worked for Sprint Integrated Marketing, Bronner, Slosberg and Humphrey (now Digitas), and USWeb/CKS/marchFIRST. Before starting Teasley, Brian was SVP of Customer Analytics at Harmonic Communications (a Sequoia Capital Company) in San Francisco.

His projects include work for:

Philip Morris, BASF, Sandvik Special Metals, Delco Batteries, Rosemount Aerospace Engineering, FHP (California Healthcare), American Express, Business Week, Sears, Federal Express, AT&T (local, long distance, wireless, Universal card), IBM, Kodak, Enron, Braun, Cantel (Canadian Wireless), Mastercard, Walgreens, and Nabisco, the U.S. Navy, HP, Prudential, Daimler/Chrysler and others

He has taught Business Statistics and Decision Science courses in the MBA programs of Iowa State University, Baker University, and American University. He is a former adjunct faculty member at New York University (NYU).

He was awarded a U.S. patent - number: 20080774536 - for his "Location-based Information Delivery System for Pedestrian Use"

He has a M.S. degree in Applied Statistics from Iowa State University and a BA in Mathematics and Statistics from St. Olaf College. He is also a member of Phi Beta Kappa.