

Daniel F. O'Brien

Senior Associate

For the last fifteen years, Dan O'Brien has assisted organizations around the world in applying the concepts of the Service Profit Chain. He has worked with executive teams in leading educational initiatives and organizational change efforts in industries including: advertising and marketing services, armored car, business services, distribution, financial services, retail and commercial banking, insurance, media, oil and gas exploration, retail, technology and business solutions, and telecommunications.

Dan recently served as a Fellow of Harvard Business School Interactive, where he designed and delivered customized executive education programs focused on the management of service industries, change management, and innovation. He has also co-authored articles in *Harvard Business Review* and *Quality Progress*.

Dan currently serves as a director of SmartBrief, a company which provides knowledge-sharing and marketing services for companies, industry associations, professional organizations, and advocacy groups. He received his M.B.A. from the Harvard University Graduate School of Business Administration and his A.B. from Harvard College.