

PROFILE

Brian Hinton Principal Consultant



Brian brings a unique and highly valued combination of strategy, process, and financial experience to contact center consulting. He shows clients how technology can add strategic value and how to best synchronize contact center decisions with corporate strategy. His background in strategic and operational planning helps clients fully grasp all aspects of business analysis in order to provide the necessary information for decision makers.

Brian has 20 years of experience in organizational management and an additional ten years in contact center consulting. He has also held positions in executive management in start-up companies and in multi-million dollar corporations. He joined Strategic Contact in 2006 after being President of Primary Matters, Inc. where he was directly involved in the design, development, application and support of an activity-based planning and analysis tool for contact centers. Brian provided all customer training and support to the contact centers using the planning and analysis tool, as well as completing consulting projects within contact centers focusing on process-driven analysis.

With deep expertise in process-driven analysis, Brian has helped clients on a wide-range of projects, including: Determining total-cost-of-ownership and ROI for business and technology initiatives; Designing IT projects to optimize business benefits; Defining requirements, selecting technologies, and providing project management for implementation; Projecting accurate, detailed budgets and resource (headcount and system) requirements; viewing detailed forecasts of labor requirements and hiring; Examining the impact of re-designing business processes; and Benchmarking organizational best practices and generalize across the organization for efficiency.

He has authored several key financial planning models used by Fortune 50 companies in the design of next generation 800 networks, in corporate business plans, and as sales tools. He has also authored several articles and white papers and speaks at customer support conferences on using process analysis to understand resource requirement projections, the impact of technology on productivity, technology requirements, selection, and strategy, building business cases and producing ROI on technology and process changes.

Brian has an M.B.A. in Business Administration from Harvard Business School, Harvard University and a B.S. in Business Administration from the University of Illinois. Brian is a retired U.S. Navy Commander. He lives in Watkinsville, Georgia where, when he is home, he tries to keep up with his family's school, church and music activities.
