



Dr. Phil Hendrix



As the founder and Managing Director of immr, Dr. Hendrix helps leading companies and startups succeed in highly competitive, technology-driven markets. For more than 20 years he has helped Fortune 50 companies as well as entrepreneurs develop compelling value propositions, [validate product-market fit](#), and spur adoption and deployment of new solutions. Working at the intersection of digital, mobile, analytics and related technologies, Dr. Hendrix provides unique insights and guidance on topics such as data and analytics, engagement strategies and tools, and others.

As a consultant and advisor, Phil has guided dozens of enterprises and startups across a wide range of industries, including retail, CPG, insurance (especially [health](#)), financial services, transportation, healthcare and others. While advising senior management he often works directly with their teams on innovation, customer experience, positioning, market entry and other challenges. Over the course of his career, Phil has helped clients conceive, pilot and successfully launch new products and services across both consumer and enterprise businesses. He has advised startups in markets as diverse as location and proximity, content discovery, customer engagement, healthcare and others.

As an analyst, Phil focuses on the implications and market opportunities afforded by emerging technologies. He has published more than 20 analyst reports on mobile, digital, and related technologies. Recent reports include [The Engagement Stack](#) and [The 6 Disciplines of Innovation](#) (links to additional reports below).

Phil is also a regular contributor at leading industry conferences, having presented at Mobilize, Structure:Data, Street Fight (hyperlocal), ad:tech, iMedia Summit, Social-LoCo, the World Summit Awards (Abu Dhabi), and others. He has also led and presented webinars and workshops for numerous clients, most recently a series of day-long sessions for senior leaders across business units of a Fortune 50 client (see excerpts from agenda and presentation [here](#)).

Before founding immr, Phil was a partner with [DiamondCluster](#) (strategy and technology consultancy, now part of PwC), founder and head of IMS (Integrated Measurement Systems), and a principal with Mercer Management Consulting (now [Oliver Wyman](#)). He has held faculty positions at Emory University and the University of Michigan, where he taught courses in marketing, research, and buyer behavior for MBAs and executives. While at Michigan Dr. Hendrix also held a joint appointment as a research scientist in the Survey Research Center, Institute for Social Research.

Additional information on immr perspectives as well as reports prepared by Dr. Hendrix is available at the links below.

immr Website	immr reports	Slideshare
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Selected Reports and Presentations

Overview	Characteristics that Distinguish Masters of Engagement (slides; pdf)
Customer Engagement	<p>The Engagement Stack – How Leading Companies Are Leveraging Data and Technology to Engage Customers on their Terms (pdf)¹⁴</p> <p>Restaurants Reimagined – Leveraging Digital, Social and Mobile to Transform Guests’ Experience (two part series: pt. 1; pt. 2)¹¹</p> <p>Engaging Connected Consumers – Strategies for Local Businesses, Retailers and Brands (pdf)²</p> <p>Raising the Bar – How Leading Companies are Leveraging Mobile and PEERSM Strategies to Boost Customer Loyalty (pdf)⁵</p>
Innovation	<p>Validating Market Opportunities for Innovative New Products and Services (pdf)</p> <p>Perspectives on Disruptive Innovation (Slideshare; pdf)</p> <p>The 6 Disciplines of Innovation (pdf)⁸</p>
Proximity/ Beacons	<p>Where Beacons Are Making a Difference (pdf; chapter in book)</p> <p>How Mobile and Beacons Are Enhancing the Value of Out-of-Home Media for Advertisers and Mobile App Partners (pdf; also forthcoming chapter in book)¹³</p> <p>Beam Me Up, Scotty! (Marketing News column, with Dr. Larry Crosby; pdf)</p> <p>8 Layers of Location – Overview (pdf; included in The Everything Guide to Mobile Apps, Peggy Anne Salz and Jennifer Moranz, 2013)</p>
Marketing	<p>The Shift to Data-driven, Customer-centric Advertising (pdf)¹²</p> <p>Partnering Smarter – How Savvy Retailers and Brands Can Win with Digital Offers and Point-of-sale Attribution (pdf)¹⁰</p>
Mobile + Location	<p>Location - the Epicenter of Mobile Innovation (overview; report; 63 pp.)¹</p> <p>How SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing (overview; report)¹</p> <p>Social + Location + Mobile: SoLoMo Analytics and the Transformation of Shopping, chapter in Global Mobile: Foundations and Futures (May 2013)</p> <p>How Consumers Are Using Local Search (pdf)²</p> <p>The Promise of Hyperlocal (overview; report)¹</p>
Context/Data	Tuning into Consumers' Digital Signals (overview ; report) ³
Social/Local	Drive Revenue and Loyalty by Engaging Mobile and Social Consumers (pdf) ⁴
Shopping/ M-Commerce	<p>Democratizing the Shoppable Web (pdf)⁶</p> <p>Why the Digital Shelf is Vital for Retailers and Brands (pdf)⁷</p> <p>If Shopping is Broken, Can Mobile Fix It? (pdf)¹</p> <p>Which Mobile Shopping Apps Do Consumers Value Most? (pdf)¹</p>
Mobile Development	<p>Mobilizing the Enterprise with Custom Mobile Solutions⁹ (pdf)</p> <p>Building Custom Mobile Solutions for Enterprises⁹ (pdf)</p>

¹Published by Gigaom Research; Sponsored by ²YP; ³GeoIQ; ⁴m-ize; ⁵AT&T, IHG and Key Ring; ⁶TheFind;

⁷Retailgence; ⁸THINK; ⁹SAP; ¹⁰Sparkfly; ¹¹MSL/Publicis Group; ¹²Taptica; ¹³Gimbal; ¹⁴Brandify



Dr. Phil Hendrix – Illustrative Assignments

As the founder and Managing Director of [immr](#), for more than 20 years Dr. Hendrix has worked closely with startups and Fortune 100 B2B and B2C clients on a wide range of assignments (including dozens of projects for multiple business units of a Fortune 10 company). He works closely with founders and senior management as well as their teams to bring external perspectives and data to critical strategy, innovation, and customer engagement decisions. Dr. Hendrix’s bio and links to recent reports and presentations can be downloaded [here](#).

Validating Customer Needs and Market Opportunities for New Products and Services	<ul style="list-style-type: none">• For dozens of clients, using a combination of qualitative and quantitative research tools, Dr. Hendrix has led assignments to examine, verify and size market opportunities for new products and services in both consumer and business markets.• Much of our work focuses on uncovering and verifying Customer Needs and testing, refining and validating Value Propositions.
Developing Strategies that Drive Customer Experience and NPS	<ul style="list-style-type: none">• immr advises clients on customer engagement strategies and solutions, especially those enabled by emerging technologies (mobile, digital, and advanced analytics)• As an analyst and consultant immr provides perspectives and insights to help clients close the gap between their performance and the Masters of Engagement.
Measuring Performance on Customer Experience and Outcomes	<ul style="list-style-type: none">• Nearly all of our work involves specifying and helping clients measure their performance against customer requirements and competing solutions, using both operational as well as customer metrics.• After leading the Customer Loyalty Measurement practice in a leading consulting firm, Dr. Hendrix founded and led Integrated Measurement Systems (IMS), where he helped enterprises measure and link operational improvements to customer experience, NPS and other critical measures.
Educating and Coaching Executives and their Teams	<ul style="list-style-type: none">• For senior management teams we have led 1-2 day workshops on emerging technologies, most recently Advanced Analytics. We support these efforts by developing agendas, preparing content and exercises, recommending and coordinating with speakers, introducing frameworks, and facilitating discussions. We also provide resources to boost the fluency of Advanced Analytics users.
Engaging and Leveraging External Partners (including startups and academic partners)	<p>For enterprise clients, we help them engage external partners by:</p> <ul style="list-style-type: none">• Identifying prospective partners that match their needs and criteria• Evaluating and vetting candidates on capabilities, maturity and other key criteria• Help candidates refine their value propositions and positioning• Facilitating discussions between teams and startups (including POCs)