

GREG BENNETT

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PROFESSIONAL EXPERIENCE

Salesforce

Director of Conversation Design / Conversation Design Principal

08/2020 – Present | San Francisco, CA

- Setting program vision for Conversation Design across key initiatives for Slack at Salesforce and Einstein Bots that puts language diversity at the core of what we do and celebrates users with historically underrepresented varieties of English in the product experience
- Managing a growing, international team of “full-stack” Conversation Designers at all levels who lead design strategy, interaction designs, copywriting, bot building, AI training, and usability testing for conversational experiences across the Salesforce product suite
- Successfully obtained \$1M+ in funding to resource strategic Conversation Design efforts that grow the company’s bottom line, widen our total addressable market, and include customers from diverse linguistic backgrounds

Conversation Design Lead

05/2020 – 08/2020 | San Francisco, CA

- Founded Salesforce’s first Conversation Design practice for voice and text-based experiences
- Designed and shipped Salesforce’s first-ever, native conversational experience for Einstein Bots for B2B and B2C CRM use cases
- Published thought leadership throughout the Conversation Design community on the sociolinguistics of Conversation Design and new investment areas

Lead User Researcher

02/2019 – 05/2020 | San Francisco, CA

- Led foundational research efforts across markets to inform product and architectural direction for Einstein Voice Assistant, Service Cloud’s first voice AI product
- Published the first chapter on designing Conversational Style for chatbots in Springer’s flagship volume on studies in Conversational UX

Strategic Interaction Research Group (DARPA-Funded)

Research Assistant

2012 – 2013 | Washington, DC

- Crafted key design strategies that reconciled tactical military goals and end user needs to optimize product roadmap for safe rapport building

References available upon request.

DESIGN PHILOSOPHY

- Lead with linguistic rigor
- Celebrate linguistic variation
- Challenge language assumptions
- Be full-stack conversation design
- Think multimodally

TOOLS

- Einstein Bot Builder, Salesforce
- Botsociety, Figma, Botmock
- Nvivo, ELAN
- Final Cut Pro, Camtasia

LANGUAGES

- English (native proficiency)
- Japanese (business proficiency)

EDUCATION

- **M.S., Applied Linguistics**
Summa Cum Laude
Georgetown University
- **Visiting Scholar, Japanese**
Stanford University
- **B.A., Linguistics**
Summa Cum Laude
Georgetown University