GREGORY A. BENNETT

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EDUCATION

Summer 2015   **The University of Chicago**. The College
Department of Linguistics
Linguistic Society of America Summer Institute

2011 – 2012   **Georgetown University**. Graduate School of Arts & Sciences
MS Applied Linguistics, Department of Linguistics
Master's paper title: *Say What? (笑): The representation of laughter as a contextualization cue in online Japanese discourse*

2008 – 2011   **Georgetown University**. Faculty of Languages & Linguistics, Georgetown College
AB Linguistics, Department of Linguistics
Minor: Japanese Language

Summer 2010   **Waseda University**. School of International Liberal Studies
Intensive Advanced Japanese Language
Summer Study Abroad Program via Portland State University

Summer 2009   **Stanford University**. School of Humanities & Sciences
Intensive Intermediate Japanese Language
Summer Session, Department of East Asian Languages & Cultures

2007 – 2008   **University of California, Davis**. College of Letters & Science
AB Candidate, Department of Linguistics

Summer 2007   **Enforex Language Institute: Barcelona, Spain**.
Intensive Advanced B2 Spanish Language
Spanish Language Immersion Program

HONORS, AWARDS, & CERTIFICATIONS

Summer 2021   **Technology, Marketing, and Product All-Star Award**
For company-wide leadership on Conversation Design
Salesforce

Fall 2012   **Department of Linguistics Full Tuition Scholarship Award**
Strategic Interaction Research Group
Georgetown University

Summer 2012   **Department of Linguistics Full Tuition Scholarship Award**
Strategic Interaction Research Group
Georgetown University

Spring 2012	**Department of Linguistics Travel Grant** For poster presentation at Racing Language, Languaging Race at Stanford University. Georgetown University
Spring 2011	**Summa Cum Laude** Georgetown College, Georgetown University
Spring 2011	**Phi Beta Kappa** Delta Chapter at Georgetown University
Spring 2011	**Georgetown University Residence Life Diversity Award** Awarded for production, organization and execution of educational programs focusing on social diversity ("The Politics of Lady Gaga," "He Said, She Said feat. Dr. Deborah Tannen," "Are You a Paper Gangsta? – A look at Facebook profiles as social resumes").
Spring 2011	**Faculty of Languages & Linguistics Regent's Citation** Georgetown University
Spring 2011	**Faculty of Languages & Linguistics Certificate of Achievement** Georgetown University
Spring 2011	**Certified N2 Proficient in Written & Spoken Japanese Language** Japanese Language Proficiency Test (JLPT) The Japan Foundation, Tokyo, Japan
Spring 2011	**Certified Proficient in Written & Spoken Japanese Language** Department of East Asian Languages & Cultures, Department of Linguistics Georgetown University
2008 – 2010	**Georgetown College Dean's List**
Spring 2010	**Department of Linguistics Travel Grant** For oral presentation at Critical Approaches to Discourse Analysis Across Disciplines 3 Georgetown University
Fall 2010	**Reverend H. John Yamashita Memorial Scholarship Award for Graduate Study** Japanese American Citizens League, San Francisco, CA
Spring 2009	**Freedom Walk Grand Marshall** National Japanese American Memorial Foundation, Washington, D.C.
Spring 2009	**Goodwill Ambassador** National Cherry Blossom Festival Committee, Washington, D.C.
Spring 2008	**Edward Frank Kraft Scholar for First Year Highest Grade Point Average** College of Letters & Science, University of California, Davis
2007 – 2008	**College of Letters & Science Dean's List** First Year Scholar, Fall, Winter and Spring Quarters, University of California, Davis
2007 – 2008	**Davis Honors Challenge Scholar** Fall, Winter and Spring Quarters, University of California, Davis

Fall 2007	**League of Filipino-American Veterans Scholarship Award for Undergraduate Study**
	League of Filipino-American Veterans, Fremont, CA

Spring 2007	**Helen & L.S. Wong Scholarship Award for Undergraduate Study**
	Asian Pacific Fund, San Francisco, CA

PROFESSIONAL WORK EXPERIENCE

2023 – Present	**Head of Prompt Engineering**
	Applied AI Team
	ZEALS, Tokyo, Japan

2020 – 2023	**Director of Conversation Design / Conversation Design Principal**
	Salesforce UX – Platform
	Salesforce, San Francisco, CA

2019 – 2020	**Lead User Researcher**
	Salesforce UX – Service Cloud
	Salesforce, San Francisco, CA

2017 – 2019	**Senior User Researcher**
	Salesforce UX – Service Cloud
	Salesforce, San Francisco, CA

2016 – 2017	**User Researcher**
	Salesforce UX – Sales Cloud
	Salesforce, San Francisco, CA

Fall 2015	**Professional Consultant**
	Yahoo! Search Editorial
	Yahoo! Inc. via Experis Manpower Group, Sunnyvale, CA

Spring 2015	**Design Researcher**
	Bing Design Team – Cortana
	Microsoft via Populus Group, San Francisco, CA

2012 – 2013	**Copy Editor**
	McDonough School of Business, Georgetown University

2009 – 2011	**Resident Assistant: Southwest Quadrangle**
	Office of Residence Life, Georgetown University

Spring 2010	**Sociolinguistic Interview Transcriptionist for Ingrid Stockburger, Ph.D.**
	Department of Linguistics, Georgetown University

Fall 2010	**English for Heritage Language Speakers Proficiency Exam Proctor**
	Center for Language Education and Development, Georgetown University
	Center of Applied Linguistics, Washington, D.C.

Fall 2009	**WIDA Consortium ELL Access Examination Key Check**
	Center for Applied Linguistics, Washington, D.C.

TEACHING EXPERIENCE

2014 – 2015   **Adjunct Professor of ESL** – Diablo Valley College
                             High Intermediate ESL Writing
                             Advanced ESL Writing
                             Grammar for High Intermediate ESL Students

2011, 2013   **Head Teaching Intern** – Keio Academy of New York
                             Intermediate ESL
                             Flash Poetry

Fall 2012   **Teaching Assistant** – Department of East Asian Languages & Cultures, Georgetown University
                             Third Level Japanese Language

RESEARCH ASSISTANTSHIPS

2012   **Research Assistant to Rebecca Rubin Damari, Ph.D. and Aubrey Logan-Terry, Ph.D.**
                             Social Interaction Research Group
                             Defense Advanced Research Projects Agency
                             Department of Linguistics, Georgetown University

2011 – 2012   **Research Assistant to Anna Marie Trester, Ph.D.**
                             The Talking Business Project
                             Department of Linguistics, Georgetown University

Spring 2011   **Research Assistant to Deborah Tannen, Ph.D.**
                             Georgetown Undergraduate Research Opportunities Program
                             Department of Linguistics, Georgetown University

FIELDWORK EXPERIENCE

Summer 2018   **Service Cloud UX – Chat Center Contextual Inquiry**
                             Research Lead: Gregory A. Bennett
                             Manila, Philippines
                             Salesforce

Fall 2017   **Service Cloud UX – Call Center Observation**
                             Research Lead: Gregory A. Bennett
                             Tokyo, Japan
                             Salesforce

2012   **Talking Business Project**
                             Under the supervision of PI: Anna Marie Trester, Laura West
                             Georgetown University, Washington, DC

Fall 2011   **The Coming Out Narratives Project**
                             Under the supervision of Dr. Deborah Schiffrin
                             Washington, DC, Seattle, WA, San Leandro, CA, Sacramento, CA

Fall 2011	**Language and Communication in D.C. Project**
	Under the supervision of Dr. Deborah Schiffrin, PI: Rob Podesva, Natalie Schilling
	Georgetown University, Washington, DC

PUBLICATIONS

Fall 2018	Bennett, Gregory A. 2018. Conversational Style: Beyond the nuts and bolts of conversation. In Moore, Robert, Margaret H. Szymanski, Raphael Arar, and Guang-Jie Ren (Eds.), *Studies in Conversational UX Design*. Cham, Switzerland: Springer, pp. 161-180.
Fall 2016	Shamekhi, Ameneh, Mary Czerwinski, Gloria Mark, Margeigh Novotny, and Gregory A. Bennett. 2016. An Exploratory Study Toward the Preferred Conversational Style for Compatible Virtual Agents. In *Lecture Notes in Artificial Intelligence 10011: Intelligent Virtual Agents – 16th International Conference, IVA 2016, Los Angeles, CA, USA, September 20-23 2016 Proceedings*. Los Angeles, CA: Springer, pp. 40-51.
Fall 2012	Bennett, Gregory A. 2012. Say What? (笑): The representation of laughter as a contextualization cue in online Japanese discourse. In Zwitter-Vitez, Ana (Ed.), *Linguistica*. Ljubljana, Slovenia: University of Ljubljana Press, pp. 187-199.
Fall 2012	Bennett, Gregory A. 2012. From Spoken to Written and Back Again: A case study of a graduate-level ELL student and the interconnectedness of language skills. In Kennedy, Ann (Ed.), *Journal of the Greater Washington Reading Council*. Ashburn: The Greater Washington Reading Council, pp. 41-67.
Fall 2011	Bennett, Gregory A. 2011. The Blogger's Freedom: Using blogs as an instructional tool for increasing the quantity and quality of written work in the ELL classroom. In Kennedy, Ann. (Ed.), *Journal of the Greater Washington Reading Council*. Ashburn: The Greater Washington Reading Council, pp. 6-9.
Spring 2011	Bennett, Gregory A. 2011. Mai homu shugi: Discursively expressing and shaping the nuclear Tokyo family in postwar Japan. In Yi, Hannah. (Ed.), *Duke East Asia Nexus*. Durham: Duke East Asia Nexus, Duke University, pp. 16-20. Online access: http://www.dukenex.us/mai-homu-shugi-expressing-and-shaping-the-nuclear-tokyo-family.html.

PATENTS

Pending	**An analytics driven system for automatically identifying and mapping unstructured conversations to structured CRM automations**
	Forthcoming
Fall 2020	**Intent interpreter for a visual bot builder**
	U.S. 10,839,798
Summer 2020	**Dialog reuse for a visual bot builder**
	U.S. 10,698,581

REFEREED PRESENTATIONS

Summer 2024	Bennett, Gregory A. Conversation design & LLM for Japan. Report presented at AI Marketing Beyond Borders Tokyo, Tokyo, Japan, July 18, 2024.

Summer 2021	Bennett, Gregory A. Conversation design best practices for enterprise customer support. Report presented at European Chatbot and Conversational AI Summit, online, June 22, 2021.
Spring 2021	Bennett, Gregory A. Conversation design best practices for customer service. Report presented at Africa Chatbot & Conversational AI Summit, online, March 4, 2021.
Fall 2019	Bennett, Gregory A. 10 steps to designing a natural conversation for customer service. Report presented at Chatbot Summit, Berlin, Germany, December 11, 2019.
Fall 2018	Bennett, Gregory A. and George Hu. Design a natural bot conversation in 10 steps. Report presented at Dreamforce 2018, San Francisco, CA, September 26 & 28, 2017.
Fall 2017	Weissman, Rachel and Gregory A. Bennett. The Future of Forecasting: Designing for predictive sales leaders. Report presented at Dreamforce 2017, San Francisco, CA, November 9, 2017.
Fall 2017	Baxter, Kathy and Gregory A. Bennett. How to meet user expectations for AI. Report presented at Dreamforce 2017, San Francisco, CA, November 8, 2017.
Fall 2017	Bennett, Gregory A. and Kumiko Jacobs (Iwamoto). Salesforce ユーザーリサーチプログラム〜日本のユーザーの意見や経験をもとに、より良い製品を開発する〜. Report presented at Japan Customer Summit at Dreamforce 2017, San Francisco, CA, November 6, 2017.
Summer 2015	Bennett, Gregory A. Say What Again (笑) - The Interface Constraint and the representation of laughter in Japanese Twitter discourse. Poster presented at the Sixty Eighth Meeting of the Linguistic Society of America Summer Institute at The University of Chicago, IL, July 28, 2015.
Spring 2012	Baffy, Marta, Gregory A. Bennett, Mackenzie Price, and Deborah Schiffrin. The WWII Japanese-American Internment Narrative: A critical discourse analysis of passivization and its function in three corpora. Poster presented at Racing Language, Languaging Race at Stanford University, CA, May 3-4, 2012.
Fall 2011	Bennett, Gregory A. Blogging as a teaching tool for improving English academic writing. Paper presented at the Second Meeting of the International Conference on Teaching English Academic Writing in Ukraine and Elsewhere: Problems and Prospects, University of L'viv, Ukraine, November 18-19, 2011.
Fall 2010	Bennett, Gregory A. "lol." – The implications of utterance-final period usage in instant messaging. Paper presented at the Third Meeting of the Critical Approaches to Discourse Analysis Across Disciplines Conference, University of Lodz, Poland, September 13-15, 2010.
Fall 2009	Bennett, Gregory A. Differences in intonation between native speakers and English-speaking L2 learners of Japanese - An acoustic analysis. Paper presented at the First Meeting of the Conference for Linguistics Undergraduates, University of Ottawa, Canada, November 20-21, 2009.

INVITED PRESENTATIONS, GUEST LECTURES, & PUBLIC ADDRESSES

Spring 2024	Bennett, Gregory A. Conversation design & LLM for Japan. Report presented at Chatbot Summit Tokyo, Tokyo, Japan, July 24, 2024.

Spring 2024   Bennett, Gregory A. Conversation design & LLM for Japan. Report presented at NTT ネクシア, Tokyo, Japan, May 14, 2024.

Spring 2023   Bennett, Gregory A. The next wave of conversation design. Invited presentation at TrailheaDX 2023, San Francisco, CA, March 21, 2023.

Fall 2022   Bennett, Gregory A. The next wave of conversation design. Invited keynote at VOICE22, Washington, DC, October 12, 2022.

Fall 2021   Bennett, Gregory A. The story of Slack. Invited presentation at Conversation Design Festival, online, November 29, 2021.

Summer 2021   Bennett, Gregory A. Conversation design best practices for enterprise customer support. Invited presentation at The European Chatbot & Conversational AI | Generative AI Summit, online, June 23, 2021.

Summer 2021   Bennett, Gregory A. Conversation design: the Salesforce way. Invited presentation at L3-AI RASA Summit, online, June 17, 2021.

Summer 2021   Bennett, Gregory A. Conversation design: the Salesforce way. Invited presentation at Conversation Design Festival, online, June 15, 2021.

Spring 2021   Bennett, Gregory A. Leading with intention: conversation design. Invited presentation at Leading with Intention, Salesforce x SF AIGA, online, March 4, 2021.

Spring 2021   Bennett, Gregory A. Conversation design: the Salesforce way. Invited presentation at Botmock CxD Summit '21, online, March 1, 2021.

Spring 2021   Bennett, Gregory A., Nikki Dunagan, Hans van Dam, Srini Janarthanam, and Brynn Chadwick. The state of conversation design and future trends. Invited panel at The European Chatbot & Conversationanl AI Summit, online, February 4, 2021.

Fall 2020   Bennett, Gregory A. Conversation design best practices. Invited keynote at Chatbot Summit Tokyo, Tokyo, Japan, November 18, 2020.

Fall 2020   Bennett, Gregory A., Angela Kong, and Julia Wolinsky. Text & talk: designing for voice and text-based conversational experiences. Invited presentation at Voice UX, online, August 20, 2020.

Spring 2020   Bennett, Gregory A. Conversation design best practices for customer service. Invited presentation at Chatbot Conference NYC, online, April 28, 2020.

Spring 2020   Bennett, Gregory A., Leonid Mishkind, and Yoav Barel. How to measure the success of a chatbot. Invited presentation at Voice & Chatbot Summit, online, March 25, 2020.

Fall 2018   Bennett, Gregory A., Molly Mahar, Ian Schoen, and Jess Shutt. The admin's guide to designing conversational robots. Invited panel at Dreamforce 2018, September 28, 2018.

Fall 2018   Bennett, Gregory A., Gillian Bruce, George Hu, and Molly Mahar. Design a great Einstein Bot experience for customer service. Invited panel at Dreamforce 2018, September 26, 2018.

Fall 2017	Bennett, Gregory A. Sociolinguistics in tech. Guest Lecture in Language in Context, Fall Term, San Francisco State University, San Francisco, CA, November 30, 2017.
Spring 2015	Bennett, Gregory A. "In My Experience…" – A look at the role of personal narratives in business. Diablo Valley College Brown Bag Lecture Series. Diablo Valley College, Pleasant Hill, CA, April 30, 2015.
Spring 2013	Bennett, Gregory A. Once Upon a Time: The story of my ethnography of communication in the EML 8 Classroom. Guest lecture in Executive Master's in Leadership Program Cohort 8, Spring Term, Georgetown University, Washington, DC, March 1, 2013.
Fall 2012	Bennett, Gregory A. and Laura West. Negotiating Identities: An exploration of communicative practices of executives in the classroom. Paper presented at invited panel "Language and Professional Identity" at the American Anthropological Association (AAA) Conference, November 14-18, 2012.
Fall 2012	Bennett, Gregory A. and Laura West. Talking Business, Talking School: Cross-cultural communication in the executive business classroom. Guest lecture in Cross-Cultural Communication, Fall Term, Georgetown University, Washington, DC, November 5, 2012.
Summer 2012	Bennett, Gregory A. "why you making me sit." – Marked utterance-final period usage in IM as a digital contextualization cue. Guest lecture in Cross-Cultural Communication, Summer Term, Georgetown University, Washington, DC, June 21, 2012.
Spring 2009	Bennett, Gregory A. and Grace Li. Grand Marshall remarks for the 11th annual National Japanese American Memorial Foundation Freedom Walk. National Japanese American Memorial to Patriotism, Washington, DC. Opening address, March 28, 2009.

EDUCATIONAL PROGRAMS, WORKSHOPS, & INTERVIEWS

Fall 2024	Bennett, Gregory A. 生成 AI 活用の成否を決める「プロンプトエンジニアリング」　知っておくべきポイントとは？ Interview with IT Media マーケティング, October 25, 2024.
Fall 2024	Bennett, Gregory A, and Ryan Takeshita. 【日本は世界的な生成 AI 競争に勝てるのか】「優れた成果を上げる準備ができている」／日本文化が AI 競争に有利な理由／元 Salesforce エンジニア グレッグ・ベネット. Interview with PIVOT GLOBAL, September 4, 2024.
Summer 2024	Bennett, Gregory A, and Todd Ross Nienkerk. Episode 52 – Effective AI prompts for better results with Greg Bennett. Interview with The Future of Content Podcast, July 23, 2024.
Spring 2024	Bennett Gregory A, and Matthieu Destephe. Leaders dialogue: AI architects envision what's next. Interview with ZEALS Marketing, April 1, 2024.
Summer 2023	Bennett, Gregory A, and Josh Birk. Episode 184: AI conversations with Greg Bennett. Interview with Salesforce Developers Podcast, July 10, 2023.
Spring 2023	Bennett, Gregory A, Denise Martinez, Duke Chan-urai, and Jason Luna. Workshop presented at TrailheaDX, San Francisco, CA, March 21, 2023.

Spring 2022   Bennett Gregory A, and Meredith Schulz. [Scaling your conversational AI team](). Interview with Conversational Collective, March 24, 2022.

Fall 2021   Bennett, Gregory A, and Susan Morrow. [The growing potential of chatbots in higher education](). Interview with The Chronicle of Higher Education via Salesforce.org, October 2021.

Summer 2021   Bennett, Gregory A. [L3-AI speaker interview](). Interview with RASA, June 14, 2021.

Spring 2021   Bennett, Gregory A. [Despite challenges, Salesforce says chatbot adoption is accelerating](). Interview with VentureBeat, May 20, 2021.

Spring 2021   Bennett, Gregory A. [Building customer relationships with conversational AI. Interview with MIT Technology Review](), March 29, 2021.

Spring 2021   Bennett, Gregory A. [Conversation design as a cornerstone of social awareness](). Interview with Design To Be Conversation Podcast, February 23, 2021.

Spring 2021   Bennett, Gregory A. [What you need to know when developing a company chatbot](). Interview with CEOworld Magazine, January 15, 2021.

Fall 2020   Bennett, Gregory A. [How chatbots are cultivating empathy](). Interview with AI Retail Magazine, December 1, 2020.

Fall 2020   Bennett, Gregory A. [The growing importance of content analytics](). Interview with Martech, October 1, 2020.

Fall 2020   Bennett, Gregory A. [Mind your business: Building human-like chatbots with empathy](). Interview with MoneyFM 89.3 Singapore, September 25, 2020.

Fall 2020   Bennett, Gregory A. and Wenhao Liu. [TechBytes](). Interview with Martech Series, September 22, 2020.

Summer 2020   Bennett, Gregory A. [Taking turns – ep006 – Greg Bennett](). Cocohub AI Podcast, online, July 13, 2020.

Summer 2020   Bennett, Gregory A. [Applying linguistics to conversation design: Greg Bennett from Salesforce](). The Conversation Design Podcast by Botsociety, online, May 8, 2020.

Summer 2019   Bennett, Gregory A. Conversation design best practices for customer service. Workshop presented at Chatbot Summit, Tel Aviv, Israel, June 25, 2019.

Spring 2019   Bennett, Gregory A. [Greg Bennett – Linguist and lead user researcher at Salesforce](). The Human Show Podcast Interview Series. The Human Show Podcast, Amsterdam, Netherlands.

Summer 2018   Bennett, Gregory A. Designing your first bot with Greg Bennett. Salesforce Admin Podcast Interview Series. Salesforce Admin Podcast, San Francisco, CA, July 17, 2018.

Fall 2017   Bennett, Gregory A. Campfire Chat: Greg Bennett, Senior User Researcher, Salesforce. Career Linguist Campfire Chat Interview Series. Career Linguist, San Francisco, CA, September 15, 2017.

Fall 2010   Bennett, Gregory A. and Rosa Kang. Are you a paper gangsta? A look at Facebook profiles as social resumes. Refereed through the Office of Residence Life, Kennedy Hall, Georgetown University. (Nominated for the October 2010 Georgetown University Residence Life Educational Program of the Month Award.)

Fall 2010   Bennett, Gregory A. The politics of Lady Gaga: A critical discourse analysis of 'Alejandro.' Refereed through the Office of Residence Life, Kennedy Hall, Georgetown University. (Nominated for the September 2010 Georgetown University Residence Life Diversity Program of the Month Award; Nominated for Outstanding Georgetown University Residence Life Program of the Year Award 2011.)

ACADEMIC & PUBLIC SERVICE

2014 – 2016   **Undergraduate Admissions Interviewer**
                Georgetown University Alumni Admissions Program
                Committee 561, East Bay Area of San Francisco, CA

Summer 2012   **Reviewer, Linguistica**
                Faculty of Arts, University of Ljubljana, Slovenia

2011 – 2012   **Graduate Student Representative**
                Department of Linguistics Aesthetics Committee
                Georgetown University

Fall 2011   **New Ways of Analyzing Variation 40 – Technology Assistant**
                Department of Linguistics, Georgetown University

2009 - 2012   **Georgetown University Round Table - Technology Assistant**
                Department of Linguistics, Georgetown University
2009 – 2011   **First Year Student Mentor**
                Georgetown Undergraduate Linguistics Society

2009 – 2010   **Transfer Student Peer Advisor**
                Georgetown College

MEMBERSHIPS

2015 – Present **BayCHI – ACM SIGCHI**
                Member, San Francisco Bay Area, CA

2013 – Present **Phi Beta Kappa Northern California Association**
                Member, San Francisco, CA

2014 – Present **Georgetown Technology Alliance**
                Member, San Francisco, CA

2009 – Present **Linguistic Society of America**
                Student Member, Washington, D.C.

2014 – 2018   **Keizai Silicon Valley**
                Social Media Manager, Silicon Valley, CA

2010 – 2013	**Japanese American Citizens League** Student Member, Washington, D.C.
2009 – 2010	**National Cherry Blossom Festival** Goodwill Ambassador Committee Chairman, Washington, D.C.
2008 – 2012	**National Society of Collegiate Scholars** Member: Georgetown University, University of California, Davis
2008 – 2011	**Georgetown Undergraduate Linguistics Society** Co-President; Vice President

RESEARCH INTERESTS

Sociolinguistics & NLP

Applied sociolinguistics

Interactional sociolinguistics

Human computer interaction

Language and intelligent virtual agents

Discourse analysis (focus: digital discourse/new media sociolinguistics)

LANGUAGES

English

Japanese