



Brianna Fair

Conservation Biology Institute
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Brianna Fair focuses on project architecture, technical project management, behavioral analytics, and full-stack software engineering, with a particular interest in UX for its direct link to user behavior and interaction.

Brianna has worked in tech since the beginning of her career, leading developing and growing a number of digital departments and software teams throughout the West Coast. Much of her work has been focused on integrating a behavioral analytics layer into software to allow for direct feedback to the user experience, in order to better personalize digital interactions. Most recently, she co-founded a decentralized hydroponic farming initiative, based out of Corvallis, Oregon.

EDUCATION

- 2006 B.A. Film and Media Studies & Creative Writing, University of Pittsburgh
- 2006 B.S. Political Science, University of Pittsburgh
- 2006 Certificate in Digital Video Production, Pittsburgh Filmmakers Institute
- 2006 Certificate in Irish Political Studies, University College Cork, Ireland

PROFESSIONAL SKILLS

Behavioral analytics, full-stack software engineering, technical project architecture, technical project management, agricultural engineering.

PROFESSIONAL EXPERIENCE

- 2023 – Pres. Software Engineer - Conservation Biology Institute
- 2019 – Pres. Co-Founder, Strategy, and Engineering - Pacific Future Farm Network
- 2018 - 2023 Head of Digital - 503 Collective
- 2019 - 2020 AI Integration Strategy, Advisor - ZPPR
- 2011 - 2019 Co-Founder, Head of Digital - Seed Media
- 2008 - 2010 Digital Marketing Director, Head of Marketing and Design – Ren Media

SELECTED PROJECT EXPERIENCE:

Barrett Jackson, via 503 Collective (Portland, OR)

Created strategy and budget for a complete overhaul of client-facing digital properties, including web, mobile app, and in-venue behavioral analytics systems. Managed a team of frontend and backend developers to produce new digital properties. Maintained budgets and kept the project profitable, even as Covid derailed efforts for the client's digital and in-venue visions.

Pacific Future Farm Network (Corvallis, OR)

Launched an automated hydroponics company with a business partner to help fight the growing amount of fresh food deserts in the country. Handled all digital properties, including automation, data sensors, and client-facing web properties. Engineered and built custom containerized hydroponic systems for rental by municipalities and private parties.

International Champions Cup, via 503 Collective (Portland, OR)

Led the client-facing digital efforts of the ICC, improving & maintaining existing web properties. Handled all digital broadcasts of the tournament through a number of the web properties, including geo-fencing based on country and region. Also led all efforts to strategize and stream the digital presence of the Women's and Youth tournaments. Created a social strategy matrix to help the head of digital marketing with his efforts.

Las Vegas Raider, via 503 Collective (Portland, OR)

Strategized, engineered, budgeted, and presented plans to convert in-venue stadium camera feeds to capture and respond to behavioral analytics of fans.