

Name
Michael Keany

www.method.com

Profile

Role
Chief Strategy Officer

San Francisco
New York
London



Throughout his career, Michael Keany has combined strategic management and technology engagements for the G1000 and venture-backed startup organizations with strong operational and business development responsibilities. He has extensive expertise in multi-disciplinary product and service delivery in the media and technology, interactive and e-business, and financial services sectors drawn from his experiences working in the United States, Europe, and Asia.

Currently Michael is Method's Chief Strategy Officer, responsible for defining, selling, and delivering innovative strategic services that harness the power of design thinking. Michael also leads Method's New York studio

Prior to Method, Michael was SVP, Strategic Services for Schematic where he established the practice, integrated it into the broader delivery process and led engagements at clients such as ABC Family, Reuters, Monster, Cablevision, Sandisk, Microsoft's MCE group, and Target.

Earlier, Michael was VP Customer Success for VisiblePath, an early-stage venture-backed enterprise social-networking SaaS product firm. Prior to that, Michael was U.S. Practice Leader, Media, Entertainment, and Information at Cognizant. Principal clients included Saatchi, Nielsen Media Research, NYT, CBS and D&B.

Earlier, Michael was European Managing Director of e-business leader Viant, a member of Viant's executive team, and co-founder of the NY office. Clients included Bank of America, JP Morgan, Sony Pictures Digital Entertainment, Universal Music International, Emap, Diageo, and pioneering music industry startups such as Sputnik7.com. Michael was also a very early-stage angel investor and board advisor to Shazam Entertainment, a European mobile entertainment service targeted at mobile operators, music companies, and retailers.

Michael's product and services background includes previous managerial positions at Booz·Allen & Hamilton in their Strategic Technologies Group, Seer Technologies, General Electric, and AT&T Istel.

Michael has a Master's degree in Technology Management from Columbia University and a BSC in Environmental Studies. Michael is based in New York and lives with his wife and two children in an old house that redefines the meaning of "work in progress."