

MAXWELL (MAX) HARBERG

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PROFESSIONAL SUMMARY

A senior creative strategist, immersive technologies advisor, global speaker, guest lecturer, and accredited expert who has helped shape, lead, and manage metaverse and experiential marketing strategy/development client offerings at a Big 4 consulting firm, creative agency, and music technology company.

WORK EXPERIENCE

Pricewaterhouse Coopers (PwC)

Senior Creative Strategist, Metaverse and Innovation / Global Metaverse Coordinator / Austin Staff Council Member

July 2023 – Present

- Sell, manage, and lead creative workshops with 32+ Fortune 500 clients to identify and shape their emerging tech implementation strategy
- Oversee the integration of metaverse services across PwC's global network/teams, leading meetings with senior partners and key stakeholders
- Manage, analyze, and track a client pipeline of \$15M+ (US) / \$40M Globally
- Identify and manage key external creative vendors that help design and deploy our fleshed-out client strategies
- Liaise between core consulting team and other sectors: developers (on/offshore), digital assets, marketing, risk and regulatory, R&D, etc.
- Speak publicly and internally on behalf of PwC as an industry expert in metaverse and immersive technologies

Austin, TX

*Responsibilities from previous PwC role still applies

Creative Strategist, Interim US PMO, Metaverse and Experience Strategy / Austin Staff Council Member

May 2022 – June 2023

- One of the original leaders of the team that built the foundation of PwC's US and global metaverse services
- Help lead all metaverse-related client/internal propositions, pitches, proposals, and campaign development, including playbooks and workshops
- Work with Austin Staff Council to build a sense of community and culture in Austin PwC Office through social and philanthropic events
- Help build and manage relationship between PwC and Moody College of Communication at the University of Texas (research and recruitment)

Austin, TX

Texas Immersive Institute (TXI) – Industry and Alumni Fellow

January 2021 – Present

- Review academic research (Virtual Beings -2022 | Metaverse Commerce -2023), participate in summits, mentor students
- Previously Graduate Student: Strategized and developed cross-platform experiences that blend physical <> digital with immersive technology
- Previously Graduate Student: Creative Director for mobile app with a virtual being that provides Asthma education for adolescents (Client: UT Health)

Austin, TX

Buzznog – Immersive and Metaverse Advisor / Investor

June 2020 – Present

- Consults C-Suite executives on implementing metaverse/immersive experiences in work for clients (events, live streams, music festivals)
- Involved with launching “Evolve” and “Emerge” - XR/web3 offerings for clients such as Rolling Loud, Knitting Factory, The Emmy Awards
- Previously Account/Client Relations Manager – helped sell and manage all “Evolve” and “Emerge” clients
- Featured in Billboard (2020): “Want to Perform in Your Favorite Venue? This Platform Can Make It Happen (Virtually, Of Course)”

Austin, TX

Offbeat Media Group (OFFBEAT)

Strategy

July 2021 – May 2022

- Led strategy for all campaigns by merging cultural insights with industry trends, web3, and media channels
- Assisted in strategy for the launch of Offbeat's first Virtual Being–Zero, his virtual community, and corresponding NFTs
- Strategized and produced experiences for in-person events, including SXSW 2022
- Main Clients included: Samsung, McDonald's, OMD, The Cheesecake Factory, Formula E, TikTok, Door Dash, and Netflix

Austin, TX

Production Coordinator

May 2021 – June 2021

- Coordinated production, ads, and media assets for Offbeat's social show “Excuse Me, What?” and Jelly Smack's “Bussin' Eats”

Austin, TX

C3 Presents – Production Coordinator / Festival Media Marketer / Associate Show Lead / Artist Management Specialist

June 2019 – May 2020

- Designed and budgeted \$1M production for NFL Draft, Bonnaroo, Lollapalooza, and Innings Fest. - abruptly modified for Covid-19
- Led Fall Associate Show (benefited Austin Music Foundation); managed booking, promotion, production, and sponsorships teams
- Worked onsite with media at ACL Fest. 2019, Austin, and managed 200+ Person Press Lounge at Voodoo 2019, New Orleans

Austin, TX | LA, CA

ACHIEVEMENTS, PUBLICATIONS, SPEAKING ENGAGEMENTS

- **BAFTA Awards 2023** – Shortlisted, Immersive Category: “Roses of the Rubble” Immersive Experience in conjunction with TXI and ZEPETO (client)
- **Publication** – Dieter, S., Mark, B., Childress, M., Anderson, A., Mower, A., **Harberg, M.** (2023). The Study of User Experience Within Advertising in Virtual Reality.
- **Keynotes** – Metaverse Safety Week (2022) | Annual Impact Intern Festival, PwC (2023) | Cannes Lions, PwC x Virbela Metaverse Experience (2023)
- **Panels** – Blockchain World, Abu Dhabi (2021) | Duke Blockchain/Metaverse Conference (2023) | Brand Innovators: Future of Web3 (2023)
- **Guest Lectures** – Technology Advisors Group (2022) | NYU (2023) | University of Texas (2024)

HARD AND SOFT SKILLS

Hard Skills (Software Certifications): Adobe: Premiere Pro, Photoshop, After Effects, XD, Illustrator, InDesign | Google Analytics | Figma | Meta Blueprint
Add'l. Software: TikTok | Snapchat | Facebook | Instagram | Twitch | YouTube | Mailchimp | Wix | Squarespace | Google Suite | Microsoft Office | Salesforce
Soft Skills: Public Speaking | Acct. Management. | Workshop Facilitation | Design Thinking | Teamwork | Leadership | Adaptability | Curiosity | Creativity

EDUCATION

The University of Texas at Austin

MA, Advertising
BS, Advertising

Portfolio Sequences: Texas Creative; Texas Immersive
Minors: Arts Management; Business

May 2022
May 2020

Wofford Denius UTLA Program

Music Industry Student

Brian Edwards UTLA Scholarship Recipient

Summer 2019