

MAX HARBERG

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SUMMARY

A senior consultant and creative strategist who has sold, managed, and delivered digital transformation projects, 360 advertising campaigns, immersive experiences, and GenAI implementation strategies for F500 companies at a major consulting firm, creative agency, and music technology company.

WORK EXPERIENCE

PwC

Senior Creative & Digital Innovation Strategist (Customer Transformation)

July 2023 – Present

- Develop creative strategies for F500 companies to implement digital experiences & emerging tech (AR/VR, GenAI) into advertising & internal ops Global
- Design & facilitate strategy workshops, outlining opportunities to use digital experiences & emerging tech for customer engagement & internal ops
- Work directly with (and sell to) c-suite/VP-level client stakeholders & manage teams of designers & technologists during project delivery (\$2.5M+ in FY24)
- Help coordinate immersive technology services (client offerings, pipeline, community meetings) across PwC's global network & teams
- Serve as an SME—giving presentations/guest lectures, hosting trainings, and writing thought leadership about immersive technology & customer engagement

Creative Strategist / Interim US PMO (Metaverse/Immersive Technologies Team)

May 2022 - June 2023

- One of the original team leaders that built PwC's US/Global metaverse client services (AR/VR, Virtual Worlds) & client pipeline Global
- Developed the creative strategy for all metaverse-related client projects (pitches/proposals, workshops, and execution/experience design)
- Served as PMO, managing daily activities of team (client pipeline/projects, training materials, team onboarding, thought leadership)
- Identified and managed relationships with external creative vendors that helped build our fleshed-out client strategies

Buzznog – Immersive Technology Advisor / Investor

August 2020 - Present

- Consult c-suite on building immersive experiences and campaigns for their clients (music festivals, concerts & online live streams) Remote
- Involved with initial launch of XR offerings—XR experiences for live streams & in-person events (Clients: Rolling Loud, Emmy Awards, Knitting Factory)
- Previously served as Account/Client Relations Manager—managing build and execution of immersive experiences for clients

Offbeat Media Group (OFFBEAT)

Head of Strategy

June 2021 - April 2022

- Led creative strategy for all client services/campaigns (digital, social, influencers, AR/immersive activations, virtual influencers, TikTok Songs) Austin, TX
- Led creative strategy development for pitching new business, RFP responses, & orals—working closely with creative, influencer, sales & paid media teams
- Assisted in developing strategy for the launch of Offbeat's Virtual Influencer—Zero, his virtual community, & client partnerships/campaigns
- Main Clients: Samsung, McDonald's, OMD, The Cheesecake Factory, Formula E, TikTok, Door Dash, and Netflix

Creative & Content Production Strategist

May 2021 - June 2021

- Strategized production, ads, and media assets for Offbeat's short-form social show "Excuse Me, What?" (1M+ views per weekly episode) Austin, TX

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

May 2019 - June 2020

- Designed and budgeted \$1M production for the NFL Draft, Bonnaroo, Lollapalooza, and Innings Fest. & abruptly modified for Covid-19 Austin, TX | LA, CA
- 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

INDUSTRY LEADERSHIP

Texas Immersive Institute, University of Texas (TXI) – Industry and Alumni Fellow

2021 - Present

- Review academic research, participate in industry summits, mentor students, and facilitate the relationship between TXI and PwC Austin, TX
- Previously Graduate Student: Strategized and developed omnichannel experiences for clients that blend physical <> digital with immersive technology

American Advertising Federation (Ad2Austin) – IndustryMentor

2024

- Served as an industry mentor to students aspiring to be advertising professionals Austin, TX

ACCOMPLISHMENTS, PUBLICATIONS, SPEAKING ENGAGEMENTS

- **American Metaverse Awards (2024):** VIP Jury Member – Awarded agencies, brands & startups for their achievements in leveraging emerging technology
- **BAFTA (2023):** Shortlisted, Immersive Category, "Roses of the Rubble" Immersive Experience in conjunction with TXI and ZEPETO (client)
- **Roderick P. Hart Award (2022)** Awarded to the top student in Moody College for exceptional work in their discipline (Advertising)
- **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 Intern Firm-wide Offsite, 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)

SKILLS

Tools & Software: GenAI Models | Figma | Miro | Adobe Creative Cloud | Google Suite | Microsoft Office | Salesforce | Social Media | Google Analytics

Professional Skills: Account & Project Management | Campaign & UI/UX Strategy | Workshop Facilitation | Public Speaking | Pitching | Research | Analysis

Personal Skills: Leadership | Reliable | Adaptable | Creative Thinking | Teamwork | Time Management | Organization | Curious | Problem Solving

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