

As Seen In
Fortune & Bloomberg Businessweek

// **CHICAGO** INDUSTRY LEADERS //

(l to r) Partners and Co-founders Jeff Lee, Jason Lee, and Brian Farrar



HELPING BIG-NAME COMPANIES MAKE BIG DIGITAL SHIFTS

Maven Wave believes shifting to digital means shortening the fuse to innovation.

The way companies work and communicate has changed drastically over the past decade—and the evolution is only picking up speed.

Digital consulting firm Maven Wave understands this evolution at a fundamental level and is on a mission to help large, household-name companies make the shift to digital so that they can continue thriving in this new era.

“By 2020, 85 percent of the business-consumer relationship will involve no human interaction—it will be digital,” says Maven Wave Partner and Co-founder Brian Farrar. “We help companies change the way they work in order to engage customers through exceptional digital experiences. The largest companies we work with have the longest way to go and the most to gain in making the shift.”

Making It Happen

Farrar notes that Millennials comprise one third of the population, will spend over \$10 trillion in their collective lifetime, and build “consensus” via social media. Most significantly, they demand digital experiences that are social, mobile, and easy to use.

Through a relationship with Google, Maven Wave implements seamless, cloud-based solutions that integrate user research, data analytics, and quantitative insight. The firm also offers management consulting.

“We’re in the business of baking cakes, meaning our solutions are interdependent. You can’t add the eggs after the cake bakes,” explains Farrar. “Other consulting companies try to break up the problem into pieces. Frankly, that’s part of the problem we’re trying to solve. We’re delivering the entire experience. In a world where 85 percent of consumer interaction is digital, the clunky companies will not do well.”

The “X Factor”

It takes a special, multidisciplinary team to solve complex, multidisciplinary problems. Maven Wave recruits team members who possess more than just skills in technology and business—they also must possess what Maven Wave calls the “X factor.”

“It’s that unteachable quality where people want to work with you, and you relish the fact that ambiguity gives you the ability to come up with a creative solution,” Farrar says. “Building the right team means combining the right collection of skills so that team members have enough overlap to understand each other and enough differences to have a comparative advantage.

“Our product is service,” Farrar concludes. “We help businesses make changes they never thought they could.”

**Nationally
recognized as:**

Google Global Rising Star Partner of the Year (2015)

#11, #37 on Consulting Magazine’s Fastest Growing Firms (2015, 2016)

#2, #6, #25 on Crain’s Chicago Business Fast 50 (2014, 2015, 2016)

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