

David Offierski

Technology & Strategy at Konrad Group

Canada, ON, CA

Mobile Strategy & Platforms Expert | Speaker on Experience Driven Design

Biography

David leads client engagements as well as working directly with Konrad Group's Strategy and Technology teams. Konrad Group designs and builds technology solutions for companies ranging from startups to Fortune 100 brands. Our goal is to continue to work with innovative companies seeking to drive real business results from their investments in technology. Prior to joining Konrad Group, David worked in the Venture Capital industry and in 2009 launched Clip Mobile, Canada's first location-based mobile coupon network. David is a frequent speaker and panelist for mobile industry, user experience and new media events. David holds Bachelor of Arts degree from McGill University as well as a Post-Graduate Diploma in Marketing Financial Services. Previously, David worked in the Venture Capital industry and in 2009 launched Clip Mobile, Canada's first location-based mobile coupon network.

Availability

Moderator, Panelist, Workshop

Industry Expertise

Media - Online, Consumer Services, Computer Software

Areas of Expertise

Product Design, User Experience, Mobile Strategy

Affiliations

Lean Coffee Toronto, The Location Based Marketing Association, Mobile Monday Toronto, Android.TO

Sample Talks

Android.to - Experience Driven Navigation

Konrad Group explores 'Experience Driven Navigation'. These slides were originally presented by David Offierski for the Design Track at Android TO on October 25, 2012.

<http://www.slideshare.net/doffierski/konrad-group-experience-driven-navigation-oct-2012>

Event Appearances

How to Be Successful Building Mobile Apps
Mobile Biz Boot Camp - Mobile Week

Education

George Brown College
Fin. Marketing

McGill University
Bachelor of Arts Political Science

Accomplishments

Launched Canada's First Location-Based Mobile Coupon Network

In 2009, I launched Clip Mobile, Canada's largest location based mobile coupon network. Over a 2 year period, Clip amassed roughly 275 merchants and over 500+ location on system and was a leading Coupon app in Canada with over 30,000 downloads. Clip conducted local promotional campaigns for companies such as Roots, Quiznos, Domino's and Whole Foods as well as variety of independent businesses.

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