

Artin Youssefian

CEO and Co-Founder / Mobile Commerce Expert at Push Science

Toronto, ON, CA

Mobile Commerce Expert, Technologist, Entrepreneur, Advertising Strategist, Engineer. Founder of Push Science.

Biography

Artin is a champion of mobile and social technology innovation. He is the CEO and co-founder of Push Science; a Mobile Customer Experience Management software company that helps Communication Service Providers create the Apple store experience for their stores. Push Science, is focused on changing the way retail organizations serve their customers by harnessing influential technologies like mobile and social to measurably improve Quality of Experience and revenue per customer.

Artin started his careers in industrial engineering and quickly moved into interactive advertising to advance the digital strategy practices for multinational agencies like Ogilvy & Mather, Havas, JWT, and their blue chip clients like: Wal-Mart, HSBC Bank, Nestle, Kraft, Unilever, IBM, and FedEx.

Artin is a contributor and advisor on several industry publications and whitepapers, including the National Retail Federation (NRF), Association for Retail Technology Standards (ARTS), and Shop.org. He is also active in many communities including: MaRS Discovery District, ICSC, and TMForum.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Retail, Media - Online, Advertising/Marketing, Consumer Services, Information Technology and Services, Telecommunications, Internet, Social Media, Computer Software, Business Services

Areas of Expertise

Mobile Devices, Mobile Retail Commerce / Technology, Technology Startups / Entrepreneurship, Social Media, Gamification, Interactive Advertising, Measuring Influence, Customer Experience Management, Apps

Affiliations

Association of Retail Technology Standards (ARTS), National Retail Federation (NRF), Retail Council of Canada (RCC), TeleManagement Forum (TMForum)

Sample Talks

9 Keys to Mobile Retail Success

A unique insight into leveraging emerging mobile technologies and marketing techniques to achieve simple and easy wins in mobile retail commerce. This presentation is intended for retailers who want to easily transition into mobile and actively influence their customers' shopping decisions.

Win the Media Pirating Game

The current world of ubiquitous mobile media devices, cloud services, and low cost bandwidth is challenging the traditional model of media creation, distributions, and monetization. Content creators and media companies need to explore new business models that further empower these communities and make it easier for them to consumer on their terms, rather than try to police platforms and individuals.

How to Harness Showrooming

Rather than fighting the mobile consumer phenomena through concealment or worst race-to-the-bottom discounting tactics, retailers need to embrace mobile to leverage their greatest strengths, immediate gratifications and one-on-one customer service. In my talk I outline five tactics that retail organizations, including Communication Service Providers, can employ to measurably improve store sales in the midst of showrooming.

Fixing the CSP Customer Experience Management Problem

Ask any consumer, anywhere in the world, about their last visit to a Communication Service Provider's (CSP) retail store and they will agree the experience was not pleasurable. There are some retailers who are providing an entirely different experience. Push Science CEM solutions modernize the retail experience for CSP's by delivering employee in-store apps and consumer self-care apps the measurably improve Quality of Experience, and increase revenue per customer.

Event Appearances

9 Keys to Mobile Retail Success

National Retail Federation Webinar Series

Education

University of Toronto

B.A.Sc. Industrial Engineering and Systems Management

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