

# **Evan Carroll**

**Author and Founder at The Digital Beyond**

Raleigh, NC, US

Author and National Speaker Helping You Understand All Things  
Digital

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## **Biography**

Evan Carroll is digital marketing technologist, author and national speaker. Increasingly the very best companies, are those who've dismissed the traditional marketing model to focus on an end-to-end customer experience that is personal, emotive and effective. He believes technology represents an unprecedented opportunity to improve customer experience, brand loyalty and ultimately the bottom line. Evan draws upon his experience as a user experience designer, marketer and product manager to craft experiences that delight customers, across all mediums.

A leader in the developing digital legacy and personal archiving arena, Evan is author and co-founder at The Digital Beyond, a site dedicated to exploring the digital afterlife. Along with John Romano, Evan is the author of the book, *Your Digital Afterlife: When Facebook, Flickr and Twitter Are Your Estate, What's Your Legacy?* (New Riders Press, 2010). Evan has appeared in numerous media outlets including The New York Times, NPR's Fresh Air, Obit magazine, NPR's Here and Now, Fox News, CNN and The Atlantic.

A frequent speaker on both marketing and digital legacy, Evan has presented to audiences at SXSW Interactive (2010-2012, 2014), the Library of Congress, and the Internet Archive, among others.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Information Technology and Services, Financial Services, Advertising/Marketing

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## **Areas of Expertise**

Digital Afterlife, Digital Estate Planning, Trusts and Estates, Digital Marketing, Digital Legacy, User Experience, Marketing Technology, Mobile Marketing

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## **Affiliations**

American Marketing Association

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## **Sample Talks**

## **Estate Planning for Electronic Assets**

Blogs, Facebook, E-mail, PayPal—You work with digital property everyday, yet when considering a client's assets, you might not see the financial value these digital properties have. Almost without realizing it, we have shifted to a digital culture where many social and financial transactions happen online. In this session we will discuss the complexities of these new digital assets and how to plan and manage them for your clients.

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## **Event Appearances**

### **Keynote: Estate Planning for Digital Assets**

Fintegra National Sales Conference

### **Estate Planning for Digital Assets**

Tri-State Trust Conference

### **Dead Man Posting: Post-Mortem Tales of the Disembodied Virtual Self (Panelist)**

Dig South

### **Your Digital Afterlife**

Circle of Red

### **Fringe Design: Tackling Disability and Death**

SXSW Interactive

### **Your Digital Afterlife: What Happens To Your Digital Memories After You Die?**

RootsTech

### **Estate Planning for Digital Assets**

Iowa Trust Association Annual Conference

### **Behind the Bullseye: Fireside Chat with Target CMO Jeff Jones (Moderator)**

Triangle American Marketing Association

### **Estate Planning for Digital Assets**

MOKAN Trust Conference

### **Estate Planning for Digital Assets**

National Association of Personal Financial Advisors Annual Conference

### **Law and Society: Current Advances in the Digital Afterlife**

Personal Digital Archiving

### **Mobile Happens**

Triangle American Marketing Association

## **Mobile Happens**

Knoxville American Marketing Association

## **Mobile Happens**

Baltimore American Marketing Association

## **Digital Immortals: Preserving Life Beyond Death**

SXSW Interactive

## **You're Dead, Your Data Isn't: What Happens Now?**

SXSW Interactive

## **Preserving Personal Legacy in the Digital Age (Keynote)**

Michigan Archival Association Annual Conference

## **Preserving Personal Legacy in the Digital Age (Keynote)**

Federal Library & Information Center Committee Forum, Library of Congress

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## **Education**

### **University of North Carolina at Chapel Hill**

Master of Science Information Science

### **University of North Carolina at Chapel Hill**

Bachelor of Science Information Science

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## **Testimonials**

### **Theresa Hamacher**

We asked Evan to speak at the NICSA annual meeting and were impressed by his knowledge of digital estate planning and ability to spark a productive conversation with our attendees. Evan is an excellent speaker and I recommend him highly.

### **Michael Nolan**

When Evan Carroll came to us with the idea for the book *Your Digital Afterlife*, we were taken by his enthusiasm for the subject and his articulate expression of his ideas.

As the book took shape, it became clear that Evan was also a great writer, committed to making the deadlines we had agreed upon, and a team player. He was a pleasure to work with, always gracious and accommodating of input from us as publishers. I look forward to his next book.

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