Kevin Hartman

Kevin Hartman is a devoted and artistic practitioner of data. He believes data must do more than simply provide insights that motivate creative thought. Rather, data must express insights in ways that are just as creative as the ideas they inspire.

As head of industry at Google, Hartman and his team partner with major advertisers, creative agencies, and media companies to develop digital solutions that build businesses and brands. His approach mixes science and art to deliver inventive, fact-based strategies that reduce uncertainty and increase effectiveness in the marketing and advertising programs they create.

Hartman’s roster of client work is long and varied, and includes brand names such as Nestle, General Mills, Kellogg’s, Anheuser-Busch, MillerCoors, Motorola, the United States Postal Service, Taco Bell, Kentucky Fried Chicken, Del Monte, Boeing, Qualcomm, Wagner USA, ABN Amro, Bank of America, and the Chicago Board of Trade, among others.