



Brian Matt

Founder & CEO

Brian builds fruitful client relationships upon the foundation of integrity and respect. He asks thoughtful questions and listens intently. His creativity is informed by what he has heard, his formidable experience, familiarity with developing markets, and keen observational skills. His discerning acumen has made Brian one of the business community's leading thinkers, achieving market success for his clients.

The recipient of many patents and awards, Brian knows that successful innovation goes beyond utilizing talent, knowing the latest technology, and seeking differentiation. It is just as important to create a dynamic, collaborative, and supportive environment where gifted people flourish. Brian encourages the Altitude staff to be proactive, take informed risks, and find joy in what they do. After all, he is the fullest embodiment of this Philiposophy. He has boundless enthusiasm, energy, and curiosity, as well as an audacious sense of humor. He has been known to ask complete strangers, "What keeps you up at night?"

In addition to piloting Altitude, Brian speaks at universities, corporations, conferences, and professional organizations. He has also been interviewed on radio. His articles about design and business have appeared in BusinessWeek, Innovation, ID Magazine, Wall Street Journal, DesignFax, Design Management Institute Journal, and many other publications. He frequently taps into his network of clients, colleagues, and experts to help solve creative challenges.

Brian embraces social responsibility, the practice of leaving something better than he found it. He volunteers with many outreach programs and, through Altitude, sponsors several non-profit activities and organizations each year. He has taught at the Massachusetts Institute of Technology, Olin College of Engineering, and Rhode Island School of Design, and participated as a mentor in student critiques at the Harvard University Graduate School of Design, Massachusetts Institute of Technology, and Massachusetts College of Art and Design.

Affiliations

Member, Board of Directors, Association of Professional Design Firms

Member, Industrial Designers Society of America (previous Board Member and current advisor to Executive Director)

Member, Design Management Institute

Advising Chairperson, Museum of Industrial Design

Advisory Board Member, Loca Moda, Inc.; Electric Red Co., Anix, Inc.; and Malden Mills, Co.

Education

Bachelor of Industrial Design, Rochester Institute of Technology

Quote

To be truly relevant requires careful listening, constant learning, and full engagement.