



BRENT DIXON is an advisor specializing in young adult issues. The Filene Research Institute has partnered with Brent to present, advise, and complete project work with credit unions based on our young adult research. Brent is a leading thinker, speaker and do'er in the areas of young adult outreach, creative development, and user experience. From concept to implementation, his work in people focused product development gives him a unique perspective to the credit union system.

Prior to this engagement, Brent founded The Haberdashery, a creative studio based in Brooklyn, New York with a love for people, design, and the Web. He also spent five years as creative director of Trabian, an Indianapolis-based interactive agency that specializes in credit union Web site development. He was a co-founder of the blog Open Source CU, which many attribute as the birthplace of the credit union social media movement.

Brent has been cited in and written for numerous industry publications, and is a contributing author to *The Age of Conversation 2*. He has worked with the National Credit Union Foundation, CUES, and dozens of credit unions of all shapes and sizes. Brent received his degree in journalism and public relations from Texas A&M University.