Brendan Witcher

VP, Principal Analyst

**Forrester Research**

Brendan Witcher serves digital business strategy professionals and is an expert on consumer behavior and technology trends in the commerce engagement space. He is also a noted authority on market developments and vendors that help deliver today's leading strategies and tactics in digital excellence. Brendan’s research focuses on strategic initiatives and technologies that help companies win, serve, and retain today’s digitally savvy customers. He has provided commentary and insights in industry media such as Bloomberg, CNBC, Marketplace, NPR, PBS, The Economist, Time, and The Wall Street Journal.

**Previous Work Experience**

Before joining Forrester, Brendan amassed 25 years of experience working in leadership positions within enterprise organizations. He led significant digital transformation projects in multiple commerce, marketing, and strategy roles with Guitar Center, Harry & David, and Elbo Room Restaurant Group. He has also served as an adjunct professor for Southern Oregon University's MBA program.

**Education**

Brendan graduated from Columbia College with a BA in business management. He later earned an MBA with a focus on marketing and a postbaccalaureate in financial analysis/accounting, both from Southern Oregon University.