

The Next Wave of Smart Home Devices

What comes after lights, locks, thermostats, and cameras? As consumer adoption expands, adjacent use cases incorporate many new devices into the smart home, with many new means of interaction and control. This presentation looks at these new use cases, the expansion of voice control throughout the home, and the ways consumers want to use and interact with their devices. It also outlines the consumer segments at different stages in the technology adoption curve.

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Brad Russell explores leading-edge issues converging in the connected home; smart home devices and services, home networking, IoT data privacy and security, data-driven applications, and platform services. He has a background in marketing communications, technology startups, and online media. Brad's custom research work includes market sizing and forecasts, ecosystem and competitive landscapes, channel analyses, and go-to-market strategies. He regularly moderates industry executive panels, delivers keynotes, produces webinars and whitepapers, and fields media inquiries. Brad balances the art and science of market research to generate insights that lead to more astute business strategy and value-generating practices.

Brad received his Bachelor of Science degree in advertising and marketing from the University of Texas at Austin. He also earned a M.Div. and a D.Min. with concentrations in ethics and cross-cultural collaboration.

INDUSTRY EXPERTISE: Connected Home Technologies, Smart Home Devices and Services, IoT Data Privacy and Security, Home Networking, Insurtech, Connected Health, Housing Innovation