The Empathetic PM
Peter Eckert, Co-Founder and Chief Experience Officer, Projekt 202

How empathy can help turning you into a power PM, make your projects go smoother and make your project teams love you. What is empathy and how can it be leveraged to make sense of project teams, motivate members of your teams, deliver better results and disrupt the way how things are done today. The first step empathetically lead your teams is to understand the DNA of your team members. We will discuss how you can successfully leverage already well established techniques out of the cognitive science toolbox to develop that empathy and have teams perform at a higher level.

Peter Eckert is regarded as a true UX design visionary and one of the best UX design leaders in the world by top global companies. As Chief Experience Officer and Co-Founder of projekt202, Peter is responsible for helping businesses develop and establish meaningful company-wide experience strategies through understanding their audiences and customers better than ever before. Under Peter’s guidance, projekt202 builds emotionally rich and intuitive solutions that enable customers and end-users to access the full potential of technology in today’s connected world.

Peter has helped many Fortune 500 companies implement user experience strategies into their organizations, changing the way products are envisioned, designed and built. He has directed projekt202’s efforts for SAP, Charles Schwab, PayPal, Sabre, Motorola, Dell, Samsung, Crossmark, Microsoft, Agresso, Thomson Financials, The Tribune Company, LeGrand, Logitech, Deloitte, Mercedes, Capital One, Amazon, Expedia, AT&T, Cognizant, eBay, Southwest Airlines, Kronos, Teleflora, TicketNetwork and many more.

Peter has helped projekt202 grow into a globally-recognized, multimillion-dollar company. Prior to co-founding projekt202, Peter was Creative Director at frogdesign, leading the company’s Austin studio for five years.

A graduate of Köln International School of Design in Cologne, Germany, Peter also studied design at Arizona State University and holds a degree in electrical engineering. He has authored numerous articles featured in Fast Company, UX Magazine, E-Commerce Times and other publications.