

# Sean Hanrahan

Sr Product Manager & Experience Designer

## BIO

Sean Hanrahan is an experience designer and product manager directing cultural media initiatives, digital and consumer products, and experiences for world-class brands, artists and agencies. A creative and strategic leader, he is driven by a deep cultural curiosity and passion for enhancing the user experience.

Hanrahan has worked alongside small and large advertising and marketing agencies to serve technology and digital experiences to virtual and live-event goers at international brand activations, most notably representing Accenture, Samsung, Nike, RedBull and Los Angeles County Museum of Art.

As AP42's senior product manager and experience designer, Hanrahan oversees product strategy and technical direction for its design and engineering teams focused around Oggi, an immersive virtual networking platform. He leads and supports a global team dedicated to virtual and augmented reality development for client experiences, including Accenture's 2020 Virtual Global Summit and MUFG Bank's 2020 Virtual Cybersecurity Conference.

Prior to joining AP42, Hanrahan founded Cleverkick, a media company managing creative, licensing, e-commerce and production for client projects and properties, most notably publishing initiatives for children's author Laura Numeroff ("If You Give a Mouse a Cookie" franchise).

Ahead of Numeroff's release of "Raising a Hero," Hanrahan formed a charitable partnership with Canine Companions to bolster book sales, audience development, and the not-for-profit's mission of providing skilled assistance dogs to children, adults and veterans with disabilities. Subsequently, Hanrahan and Numeroff organized and promoted a national book tour with events across bookstores, public libraries and primary schools.

Hanrahan studied Journalism and Marketing at Cal Poly, San Luis Obispo, and began his career by forming a pivotal relationship with The Huntington Library, Art Collections and Botanical Gardens in Los Angeles. Hanrahan initiated a unique partnership with Apple, committing The Huntington to a five-year plan to digitize its collections and disseminate digital media through Apple Podcasts and iTunes U.

In 2010, Hanrahan served as The Huntington's developer of digital media, working with artists, botanists and scholars to capture and showcase the institutions research and collections on-site and online, expanding public access and education.