

## Lane Becker

Lane Becker has been working on the Web pretty much since it started, beginning with a work-study job setting up websites for the University of Texas at Austin in 1994. Most recently, Lane was with the US government's Technology Transformation Services (TTS), where he worked as a digital strategist at [18F](#), an internal consultancy bringing modern digital practices into government, as well as the Office of Products and Platforms (OPP), which develops new products and services for government-wide use. At OPP, Lane was the project lead for [10x](#), an investment fund that develops ideas sourced from civil servants into technology products and services that benefit the American public.

Previous to TTS, Lane worked with the non-profit Code for America, which provides similar services at the city level, as their Director of Product and Startups, leading both the product development and startup accelerator programs.

In 2001, Lane co-founded Adaptive Path, a research and design consultancy that established the concept of user experience as both design practice and business need. He also co-founded Get Satisfaction, a pioneering online customer service community platform, in 2007. At Adaptive Path, Lane ran the consulting practice as started the New Ventures program, which aided early-stage startups with product development in exchange for equity, and developed Measure Map, a blog analytics tool acquired by Google in 2005 that became the front-end of Google Analytics. Adaptive Path was acquired by Capital One Bank in 2014 to become their internal innovation unit, and Get Satisfaction was acquired by the social marketing firm Sprinklr in 2015.

Lane is an advisor to [Civic I/O](#), which unites entrepreneurs, futurists, and business leaders with mayors from across the country to collectively develop solutions for the entrenched societal and governmental issues they face. He is also a Research Associate with the Governance Futures Lab at the [Institute for the Future](#), the world's leading strategic futures organization.

In 2012, Lane co-authored "[Get Lucky: How to Put Planned Serendipity to Work](#)," a New York Times bestselling business book about building a practice of continuous innovation inside organizations.