

## EXPERIENCE

**McKesson, Senior Manager, Health Mart Strategy**

FEBRUARY 2015–PRESENT

Design, prioritize, test and pilot new engagement programs including community, networking, training and recognition initiatives for 4000+ franchise stores nationwide

Manage Town Hall program for 100+ events nationwide, including continual optimization of existing processes, direction of internal partners and vendors, and integration with other engagement initiatives

Collaborate with internal teams including Data Analytics and Marketing to track progress and identify areas of improvement, and conducted research with key customers to gain feedback on strategy and approach

**PwC, Manager, Innovation & Business Design**

JUNE 2013–JANUARY 2015

Managed client engagements and led teams of up to 7 consultants through projects focused on the identification of new sources of organic growth. Key client contact with ultimate responsibility for project schedule and profitability, quality of deliverables, risk management and compliance. Participated in business development activities and led the creation of significant IP.

Example projects:

- Strategy, operating model, change management and implementation plans for a corporate incubator with an annual operating budget of \$250M
- Market sizing, competitive analysis, internal assessment, growth strategy, financial model and organizational structure for urban farming non-profit

**Doblin, Design Lead**

AUGUST 2010–JUNE 2013

Managed process of translating high-volumes of qualitative research into original growth strategies, concepts and business models. Primary responsibilities include directing junior designers and clients through research analysis, concept development, prototyping and workshop facilitation. Assisted with business development efforts and relationship building on key accounts.

Example projects:

- Major international airline: behavioral segmentation and loyalty reward concepts
- Business telecom provider: behavioral segmentation and online service experience
- Medical device manufacturer: big data/surgical concept platform

**IA Collaborative, Senior Strategist**

JANUARY 2008–JANUARY 2010

Led all aspects of ethnographic research planning, implementation and analysis. Guided the creation of consumer insights and user-driven strategies, facilitated client workshops, and collaborated heavily with design team and clients on concept development, visualization and prototype development.

Example projects:

- Nike: online experience
- S.C. Johnson/Glade: big box retail strategy & experience concepts
- Charles Schwab: sales experience and training
- Miller/Coors: product and service concepts
- Navteq: content store experience
- Chicago Symphony Orchestra: online experience

**Gensler, Strategic Planner**

MAY 2007–DECEMBER 2007

Foundational member of the Workplace Consulting Group focused on the intersection of environmental needs, culture and strategy. Regional design thinking resource serving 200+ architects across four offices.

Example projects:

- McDonald's: prototype workplace design
- Edelman: workplace strategy & standards development
- Credit Suisse: retail banking experience & workplace strategy

**Independent, Innovation & Design Consultant**

2003–2007, 2010

Independent consultant focused on experience design and capability building for start-ups, non-profits, Fortune 500 corporations and agencies

Example projects:

- McDonald's: retail customer experience design
- Razorfish: user experience design & design research
- CEOs for Cities: strategic planning and implementation roadmap
- Global non-profit: user experience design, primary research training and change management
- Various: logo and web design & development

**Sony Electronics, Account Manager**

2000–2004

Account management and sales support for \$3.5M portfolio of regional accounts; ensured timely shipment of orders, collection of accounts receivable, resolution of disputes, and maintained key account relationships

## EDUCATION

**University of Chicago**

Booth School of Business

MBA: Strategic Management, Finance, Organizational Behavior

JUNE 2012

**Illinois Institute of Technology**

Institute of Design

Master of Design: Design Planning

MAY 2007

**Seton Hall University**

Bachelor of Arts: Mass

Communications

MAY 1999