

SUMMARY

Experienced design strategy and innovation leader skilled in guiding teams through human-centered design methods to identify white space for new business opportunities, engaging experiences and new business models

WORK EXPERIENCE **PNC**

Vice President, Innovation Lead, October 2018 to Present, www.pnc.com, Chicago, IL

Direct and lead innovation initiatives focused on developing new products and services for Treasury Management clients

- Leading development of new products and services focused on future states of Treasury Management offerings
- Managed ideation session focused on long-term trends resulting from Covid-19 pandemic to identify opportunity spaces for new product development
- Elevating PNC's corporate innovation leadership serving on Illinois Corporate Innovator's Council and serving as panelist for Optimizing Digital Innovation Conference at DePaul University

Beyond Design

Director of Design Research & Strategy, March 2018 to September 2018, www.beyonddesignchicago.com, Chicago, IL

Direct and lead design research and strategy function for front-end concept development, along with concept validation studies through every iteration of design innovation projects

- Leading ethnographic study around electric multifunctional pressure cookers to inform design strategy for next generation cooking appliance
- Manage UI/UX project developing new user experience for industrial printing client including validation research, wireframe creation and graphical user interface development
- Elevating presence of Beyond Design research and strategy practice within the design community through active participation in speaking events and hands-on design thinking workshops

Grainger

Innovation Strategy Manager, July 2014 to February 2018, www.grainger.com, Chicago, IL

Guide internal multidisciplinary teams in insight generation and development of disruptive business concepts from idea to prototype testing stage through an iterative design innovation process

- Organized development of *Grainger's Innovation Lab*, established as an incubator space to facilitate co-creation with customers and discussions with internal stakeholders to align on strategic direction
- Led exploratory research with some of Grainger's largest customers to identify breakdowns in the customer journey and opportunities for designing breakthrough solutions
- Led and mentored team of engineers in design research methods to identify unmet needs through empathic design
- Perform trend analysis on developing technologies, emerging behaviors and evolving expectations to spot patterns leading to potential opportunity spaces for Grainger

Freelance

Design Research & Strategy Professional, 2014, Chicago, IL

Freelance design research and strategy professional for Egg Strategy and Philips+Co consulting firms

- Led mobile ethnography study uncovering consumer insights around product performance and brand equity for CPG company

Doblin, Inc. (acquired by Monitor Group in 2007, then Monitor was acquired by Deloitte in 2013)

2001 to 2014, Senior Contextual Researcher / Innovation Strategist, www.doblin.com, Chicago, IL

Served as research lead focused on translating contextual and user research insights into opportunities, new product and service offerings, and innovation processes

- Member of team that created an entirely new patient experience for groundbreaking immunotherapy cancer treatment
- Generated contextual and user research insights leading to development of Ford Work Solutions™, a new platform of tools for the Ford F-150 truck, honored at the 2010 Consumer Electronics Show for the Best of Innovations – In-Vehicle Accessories
- Served on team responsible for strategy refresh of Doblin's Innovation Landscapes™ a tool for highlighting innovation intensity within industries leveraging Doblin's proprietary Ten Types of Innovation® framework
- Led development of novel proprietary trend tracking tool Doblin Lenses™ a new method for performing trend analysis to identify innovation opportunities
- Co-developed framework around the *Future of Healthcare* to help leading medical device manufacturer set long-term innovation strategy

Resource /Ammirati (acquired by IBM iX)

1999 – 2001, Intelligence Analyst, www.resource.com, Columbus, OH

Provided strategic consulting to digital clients and client teams providing opportunity assessment and brand positioning

EDUCATION

The University of Dayton

Bachelor of Arts, Economics

MEMBERSHIPS

EPIC - Ethnographic Praxis in Industry

Design for America - Summer Studio Coach at Northwestern University

PUBLICATIONS

The Ten Types of Innovation: The Discipline of Building Breakthroughs, contributor, April 2013