

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 Financial Services Group

Vice President, Treasury Management Innovation Lead

October 2018 to Present

Directed and led innovation initiatives focused on developing new products and services for Treasury Management

- Led discovery and design phase for development of EarnedIt, an innovative consumer earned wage access product rolled out to over 80 clients as a new benefit for financially at-risk employees
- Facilitated workshop analyzing emerging trends from Covid-19 pandemic through whiteboard exercises in Mural to elicit new product ideas resulting in five new ideas moving through Discovery phase
- Managed concept development and launch of PNC Flex Pay, an innovative consumer financing product enabling in-store purchases to be spread out into consumer directed monthly installments
- Directed next phase development of PINACLE® Cash Forecasting, an award-winning tool providing financial managers the ability to generate forecasts through an automated system utilizing machine learning

Beyond Design

Director of Design Research & Strategy

March 2018 to September 2018

Directed design research and strategy team focused on front-end innovation and concept development

- Led ethnographic study focused on pressure cookers to inform design strategy for next generation Instant Pot cooking appliance which became one of the best-selling products on Amazon Prime Days
- Managed UI/UX project for Zebra Technologies creating a more seamless and intuitive process for bar code technology printer
- Elevated Beyond Design thought leadership within the design community through speaking events and design thinking workshops with the Institute of Design

Grainger

Innovation Strategy Manager

July 2014 to February 2018

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

- Conceived and developed Grainger's Innovation Lab, established as a collaborative incubator space to facilitate co-creation with customers and discussions with internal leadership to align on strategic direction
- Led contextual inquiry research with some of Grainger's largest customers to map pain points in the customer journey and identify opportunities for designing breakthrough solutions
- Mentored team of ten engineers and software developers in design thinking tools and methods
- Performed trend analysis on emerging technologies, changing behaviors and evolving expectations to spot patterns leading to opportunity spaces for Grainger
- Worked collaboratively on long-term innovation strategy focused on Internet of Things devices within industrial facilities

Freelance

Design Research & Strategy Professional

February 2014 to July 2014

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

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

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

Senior Contextual Researcher / Innovation Strategist

2001 to 2014

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

- In collaboration with cross-disciplinary team, created an entirely new patient experience for YERVOY, a groundbreaking immunotherapy cancer treatment
- Captured and communicated 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
- Collaborated on 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)

Intelligence Analyst

1999 to 2001

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

PATENTS

Systems and Methods for Generating a Financing Solution for Single-Use With an Entity at a Unique Geographic Location
06373.0992-00000 · Filed Sep 8, 2023

Systems and Methods for Authorized Predictions of Account Attributes
06373.0950 · Filed Apr 21, 2023