

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

Direct and lead innovation initiatives focused on developing new financial services products and services

- Led discovery and design phase for development of EarnedIt, an innovative consumer earned wage access product
- Facilitated workshop analyzing emerging trends from Covid-19 pandemic to identify opportunity spaces for new product development
- Served as a panelist focused on Innovation in Financial Services at the Optimizing Digital Innovation Conference sponsored by DePaul University

Beyond Design

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

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
- Managed UI/UX project developing new user experience for Zebra Technologies including concept validation research, wireframe creation and graphical user interface development
- 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, www.grainger.com, Chicago, IL

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

- Organized development of 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 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 IoT devices within industrial facilities

Freelance

Design Research & Strategy Professional, 2014, Chicago, IL

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 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 creating 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
- 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, 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