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### Educational Background

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<b>University of California, Berkeley</b>	<b>2011 - 2014</b>
Haas School of Business	
<b>Master of Business Administration</b>	
<ul style="list-style-type: none"> <li>• Emphasis on Design Thinking and Marketing</li> <li>• Haas@Work – Project lead with Fortune 100 chemical company</li> <li>• Graduate Student Instructor (GSI) for Fundamentals of Design Thinking and Haas@Work</li> </ul>	
<b>University of Maryland, College Park</b>	<b>1998 - 2002</b>
Smith School of Business	
<b>Bachelor of Science, Finance</b>	
<ul style="list-style-type: none"> <li>• Minor in Entrepreneurship</li> </ul>	

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### Teaching Experience

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<b>University of California, Berkeley</b>	<b>2018 - Present</b>
Lecturer, Haas School of Business	
<i>Haas@Work</i>	
<ul style="list-style-type: none"> <li>• Part of a three-instructor team leading FT/EWMBA students' application of design thinking.</li> <li>• Led students on the journey to develop innovative business model adopting emerging tech.</li> <li>• Guided the students through a combination of lecture-based learning and real-world experience from my consulting practice to delivery three well-received deliverables to the client.</li> </ul>	
<i>Fundamentals of Design Thinking</i>	
<ul style="list-style-type: none"> <li>• Part of a six-instructor team teaching design thinking to all FT/EWMBA's.</li> <li>• Participated in the course redesign for Fall 2019, based on FTMBAs feedback from Spring 2018.</li> <li>• Students gained an example of innovative thinking for internship and employment interviews.</li> <li>• Co-created the Oakland A's case, a HBSP "Best Seller," used throughout the curriculum.</li> <li>• Seamlessly shifted the curriculum during remote learning, balancing academic rigor with the inherent limits of an online modality, creating a peer-to-peer, "learn by doing," methodology.</li> <li>• Reinvigorate the post-Covid, in-person student experience with project prompts grounded in the UN Sustainable Development Goals (SDGs) and incorporating my real-world consulting work.</li> </ul>	
<b>University of California, Berkeley Extension</b>	
Lecturer, Global Program	
<i>Design Thinking and Prototyping</i>	
<ul style="list-style-type: none"> <li>• Recruited by the Executive Director to teach design thinking in the entrepreneurship curriculum to post-undergraduate program targeted at international students</li> <li>• Embracing the diverse experiences of students from across cultures, we recentered the class around the UN Sustainable Development Goals (SDGs) in a fifteen-week course</li> </ul>	
<i>Introduction to Marketing</i>	
<ul style="list-style-type: none"> <li>• Used the case method to introduce the 4Ps and 5Cs of marketing strategy.</li> <li>• Assigned students as discussion leaders to encourage peer-led dialogue, sharing, and learning.</li> </ul>	
<b>Mills College</b>	<b>2019- Present</b>
Lecturer, Lokey I. Lokey Graduate School of Business	
<i>Design Thinking for Social Innovation</i>	
<ul style="list-style-type: none"> <li>• Co-taught Design Thinking for Social Impact, to a mixed audience of MBA and undergraduates</li> <li>• Mirrored the Haas curriculum, the class applied design thinking to the challenge facing underrepresented communities in the East Bay.</li> </ul>	

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## Invited Lectures and Workshops

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### University of California, Berkeley

2018 - Present

Haas School of Business

#### *Berkeley Executive Education*

2018, 2022  
*Interruption due to  
Covid-19 restrictions*

- Led multiple workshops across multiple cohorts of MBAs from Porto Business School (PBS).
- Taught fundamental elements of design thinking, including insights, ideation, and storytelling.
- Connected the students' lived experiences in Europe with the UN SDGs and the realities of a operating and thriving in a global marketplace.

#### *Institute for Business Innovation (IBI)*

2021

- Led a five-session, two-week series with the MaGIC group under contract with the Malaysian government using design thinking to advance agritech solutions for a growing population.
- Taught industry professionals to balance the demands of financiers, the expectations of the government, and the responsibilities of operating with a direct impact on climate change.
- Each team of entrepreneurs moved on to further consideration for government funding.

#### *Asia, Middle East, and North Africa (AMENA) Center (formerly based at Haas, now at Goldman)*

2018

- Co-designed session with Darush Zahedi, the AMENA Director, creating and delivering week-long innovation-based curriculum to three groups of high school students in the Kingdom of Saudi Arabia (KSA), under a government contract with the Ministry of Education (MoE).
  - The project taught high school students design thinking and innovations to create domestic capabilities in the areas of construction, oil and gas, and zero waste.
  - Each project was successfully implemented by the local teams to build ongoing capabilities.
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## Professional Accomplishments

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### The Berkeley Innovation Group

2015 – Present

*A business model innovation consultancy based in design thinking.*

**Co-founder** (with Clark Kellogg, Haas Continuing Lecturer)

#### **State of California – Department of Technology (CDT)**

2022

- Led design thinking workshops for client agencies of CDT to identify personas representing California's diverse population ensuring inclusive solutions to human-centered needs.
- Guided their storytelling and pitch preparation efforts prior to leadership presentations.
- Nine of the ten agencies we mentored were awarded grants for their projects.

#### **Google**

2021

- Reporting to the Group Vice President, we advised the organization on innovative strategies to achieve their group key performance indicators (KPIs) more efficiently.
- Beyond innovative technologies, we recommended the team adopt the diverse views of an evolving workplace to meet the needs of an emerging customer base.
- Created an innovation funnel to more broadly source ideas, bring transparency to the assessment process, facilitate the increased flow of new ideas to leadership.

#### **Oakland A's**

2018

- Led an organization-wide innovation effort to reimagine the fan experience for the new ballpark.
- Advised the organization's pivot away from the traditional White, male-dominated persona to include personas aligned with Oakland's current state and aspired future.
- The majority of our twelve (12) prototypes are represented in the new stadium's design.

#### **Recology**

2017

- Designed the evolution of a 100-year-old resource recovery company beyond collecting physical commodities to gathering digital assets through image recognition and machine learning
- Facilitated monthly design thinking workshops among C-level leaders and board members
- Met bi-weekly with the CEO to ensure alignment between our work and his vision for the future
- Delivered the CEO's vision to over 200 employees across multiple subsidiaries and functions
- Launched "Recology Innovation Labs" to test new technologies and business models