

# Rhonda Shrader

San Francisco Bay Area

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## Experience



### Executive Director

University of California, Berkeley

Aug 2014 - Present (6 years 10 months +)

Evidence-based entrepreneurship for student entrepreneurs creating scalable start-ups. Personal passion for hackathons and other mechanisms to connect science, technology and business talent to solve the world's biggest problems. Executive Director for the Bay Area Node (UCB, UCSF, Stanford) of the National Science Foundation's Innovation Corps (NSF I-Corps). Co-Faculty for the UC-wide LAUNCH Accelerator and Haas' Lean Transfer course.



### Lovell Innovation Chair

Invisible International

Apr 2020 - Present (1 year 2 months +)

Invisible International is a NPO based in Cambridge, MA and Palo Alto, CA. Our team consists of Harvard and Stanford trained physicians along with STEM professionals working together to advance science and access to high quality and evidence based patient care.



### Advisor

BrainAid

Jul 2014 - Present (6 years 11 months +)

NASA spin-off using AI-powered mobile tools to mitigate executive function disorders ranging from brain injury to stroke to pre/early dementia. Specifically designed to meet the needs of cognitively impaired users, the tools solve common problems including multitasking and schedule recalculation while providing context aware reminders.



### Co-Founder, Chief Product Officer

Phalula

Dec 2012 - Jun 2014 (1 year 7 months)

Phalula is expanding the consumer base for digital and P2P lenders with a cognitive mode scoring system. This behavior-based system integrates machine learning with the latest neuroscience research to identify responsible and reliable borrowers. These financially underserved borrowers represent up to 85% of all loan applicants.



### Founding Team, Marketing & Digital Strategy Advisor

May 2012 - Feb 2013 (10 months)

Non-profit start up using products designed by Innovation Games. These large scale game events engage communities and non-profits in collaboration, prioritization and sustainable success. Recently profiled in the Financial Times

(<http://www.ft.com/intl/cms/s/2/b3a1add2-2931-11e2-9591-00144feabdc0.html#axzz2BUxXfZCd>)  
& Business Week (<http://www.businessweek.com/articles/2012-08-30/making-sense-of-the-games-politicians-play>)

## **Advisor & Consultant**

### UCSF Center for BioEntrepreneurship

Jan 2007 - Jan 2013 (6 years 1 month)

Industry: Developed strategic plan (adapted for an NIH Challenge Grant) for Scitable.com (virtual science textbook supplement) and Nature Publishing's Education division. Identified potential revenue models and developed traditional, online, and social media marketing strategies/tactics for students and educators.

Academic: Team coach for annual "Idea2IPO" course and business plan competition. Educated and assisted teams of UCSF and Berkeley graduate students, post-docs, and physicians in all elements of business plan creation.

## **VP, Marketing & Business Development**

### Thrive Research Inc

Jun 2010 - May 2012 (2 years)

Avatar-based substance abuse recovery and cognitive behavior/mindfulness training for adolescent depression/anxiety. Based on research developed at Stanford and University of Chicago, we are building a virtual worlds platform for clinicians and patients. Featured on NBC News: <http://www.nbcbayarea.com/news/local/A-Virtual-Way-To-Go-Clean-122980713.html>.

## **Founder & CEO**

### DogMom Enterprises

2004 - May 2012 (8 years 5 months)

Online Luxury Goods Retail: Developed global retail and wholesale channels on eBay, Amazon, and stand-alone site. Built relationships with suppliers and customers in 20+ countries. Implemented successful affiliate strategy.

eBay Advisory Services: Top eBay seller and invited member of Voices. Consulted by numerous eBay teams for strategic, policy, education, and user experience issues. Press includes New York Times and San Jose Mercury News.

DogMom's Dish blog: Content regularly picked up by major news organizations (New York Times, Wall St. Journal, CNN); one of first invited bloggers to New York Fashion Week. Revenue from affiliates and advertisers.

## **Trustee**

### Magic Theatre

2003 - 2006 (4 years)

Worked with leadership to eliminate operating deficit, increase subscriptions and incorporate online media into overall marketing plan. Developed and implemented first annual Tony Award fundraising gala.

## **Senior Manager Commercial Information Strategy**

### **Genentech**

2001 - 2004 (4 years)

Portal Design and Deployment: Led cross-functional team of 50+ staff and consultants (Razorfish, PRTM) to design, develop and deploy gBIZ dashboard portal for Commercial reporting based on the Epicentric platform. Secured funding and support for the multi-year, \$15 million project; accountable for all user/sales force training and user experience.

Business Intelligence: Developed Business Intelligence strategy for Commercial and deployed some aspects via gBIZ. Led cross-functional team of 20+ that developed/implemented KPIs and metrics to track performance across all brands and functions.

Commercial Information Technology Strategy: Led team of staff and consultants (IBM) to define a roadmap for the infrastructure to support product teams in the company's then largest number of product launches (5 in 2005).



## **Sr. Consultant**

2000 - 2001 (2 years)

E-Business Strategy & Site Design: Sold project and developed an e-business/operations model for the neurosurgical imaging division of Medtronic. Led team that developed an e-business strategy and site integration/refresh for a group of clinical laboratories involved in esoteric testing and clinical trials. Used this experience as the basis for a white paper published in Contract Pharma.

Led team that developed an e-business strategy and site for a complementary therapies web community. Performed requirements identification and use casing for an e-healthcare company designing a site for contract management between payers and providers. Led team for online strategy/governance, content management strategy and site refresh at a major New York University.

Firmwide Leadership Activities: Designed, developed all content and lead instructor for firmwide training course, 'Consulting 101' and 'Dealing with Difficult People'. Active member of sales and alliances team—led 5 proposal teams, introduced one new alliance partner and managed this relationship firmwide.



## **Manager, Healthcare Information Technology Group**

### **Andersen Business Consulting**

1998 - 2000 (3 years)

Information Technology Strategy: Lead Consultant for developing and implementing IT Strategic plan for major SoCal children's hospital. Areas of focus included clinical and financial core systems, e-business strategy, enterprise intranet and architecture.

E-Business Strategy & Redesign: Lead Consultant for e-business strategy & process/IT redesign of country's largest independent institutional review board (IRB). Led senior management and board members through strategy and branding development and implementation. Led 5 major process teams to identify technology enabled solutions for implementation.

## **Associate Consultant, Healthcare Strategy and Operations**

## CSC

1996 - 1998 (3 years)

Process Redesign: Lead Associate for patient care redesign (inpatient, outpatient and ancillary services) at 1,000 bed LA County/USC Medical Center. Co-led (with client members) seven redesign teams composed of nursing, medical, allied health and line staff. Worked closely with union leadership to incorporate concerns and ensure implementation success. Identified aggregate savings of \$20M across three facilities through patient aggregation, role redesign, skill mix changes, flex staffing and non-labor costs. Designed implementation plans with teams and senior management.

Hospital System Strategy: Developed short/long-term strategic recommendations for the merger of two pediatric hospitals in the Midwest. These tasks were accomplished by 1) designing and leading physician specialty workgroups, parent focus groups, payer representatives and hospital management; and 2) creating specialized economic and financial models to assist these groups in their evaluations.



## New Product Development Intern

Amgen

May 1995 - Aug 1995 (4 months)

Developed pricing and positioning strategy for leading product candidate. Participated in strategic review of gene therapy industry and presented recommendations to senior management.



## Manager, Business Development

ImClone Systems, a wholly-owned subsidiary of Eli Lilly and Company

1992 - 1994 (3 years)

Biotechnology company engaged in R&D for cancer and related disorder drugs. Identified potential collaborations and managed interactions with target academic and corporate partners. Assisted with spin-off of Cadus Pharmaceuticals. Developed marketing plans for five development projects as well as business plan for NY Biotech Association incubator facility.



## Manager of Production, Zoo Entertainment

BMG Music

1991 - 1992 (2 years)

Start-up record label financed by BMG. Identified and hired production partners. Successfully managed the label's initial release and distribution of seven albums in seven months, qualifying the company for further investment.



## Chief of Staff

Organogenesis

1989 - 1991 (3 years)

MIT-affiliated biotechnology firm developing human tissue and organ equivalents. Created marketing and development plans, one of which was awarded an NIH grant. Wrote and directed first two annual reports after company's IPO.

## Education



University of California, Berkeley, Haas School of Business

MBA, Strategy, Entrepreneurship

1994 - 1996



## Harvard University

AB, Neuropsychology & Premedical Studies

1984 - 1988

## Skills

Leadership • Start-ups • Strategic Planning • Social Media • Product Development • Business Strategy • Marketing Strategy • Public Speaking • Business Development • Strategy

## Honors & Awards



### Codeathon Winner - Health Technology Forum

May 2014

Team lead for West Coast's largest healthcare codeathon. "Only-One" is a fun, functioning mobile app to pre-screen adolescents for depression/anxiety. Screening is required under the Affordable Care Act, but can get overlooked because of time/cost constraints. Solution will be piloted by the San Francisco Department of Public Health.



### Hackathon Winner - San Francisco MedHack 2.0 "Best Hack"

Sep 2014

Team lead for healthcare problem solving hackathon. Prototyped "Me+" as an app to replace executive functions such as planning and multi-tasking in cognitively impaired individuals (TBI, stroke, etc.). Competed against 18 other teams.