

PROFESSIONAL SUMMARY

Dynamic professional who combines ten years of brand consulting, engineering acumen, and entrepreneurial experience to bring brands to life that delight customers.

BRAND STRATEGY & OPERATIONS EXPERIENCE

Prophet Chicago, IL

Consulting Manager, Brand Growth and Transformation Strategy 2021 – 2023

- Innovated a new brand strategy for a \$1B product line by collaborating cross-functionally with the client and 3rd party agencies to conduct voice of customer research, facilitate co-creation innovation work sessions, and define the brand positioning and go-to-market strategies
 - Led teams using agile, scrum, design thinking, and continuous improvement methodologies
- Pioneered market share growth by 10% for client's facial aesthetic product by pivoting their business and marketing strategy from a B2B to a B2C model
- Drove +\$2.4M in revenue through spearheading the firm's first sustainability practice; created +20 sales stories, driving 10+ client sell-ins the first year

DowDuPont | Corteva Agriscience Pittsburg, CA/Eldoret, Kenya

Site Logistics Operations Leader, The Agricultural Division of DowDuPont 2019

- Exceeded department operating goals, \$20M/ yr. operating budget, as logistics P&L owner by leading +\$2M in department cost-saving and revenue-generating projects
- Led a team of 18 employees, providing coaching and performance management
- Grew annual revenue +\$5M by collaborating across global supply chain functions to drive global scale process improvements by identifying key technology and partnerships to reduce plant downtime

Corteva Food Security Fellow, The Agricultural Division of DowDuPont 2018 – 2019

- Increased financial sustainability for 50+ farming cooperatives by advising on critical partnerships between the AMPATH Organization and partners in Western Kenya (Cargill, WFP, Hello Tractor)

Corteva Brand Ambassador, Corteva Agriscience 2018 – 2019

- Accelerated launch of new company brand adoption for >500 employees by creating and delivering training on workgroup culture change and customer-centered design

The Dow Chemical Company Pittsburg, CA | Freeport, TX

Senior Production Engineer / Plant Production Engineer, Dow AgroSciences 2013 – 2018

- Improved the chemical product line gross margin by 20% as project manager, leading the team through all stage gates, using both agile and six sigma strategies, to increase production time and quality
- Generated additional 3rd party customer revenue by reevaluating and renegotiating service fees

ENTREPRENEURIAL & PRODUCT STRATEGY EXPERIENCE

TamPal Chicago, IL

Founder & Head of Product 2021 – Present

- Designed the strategic vision and product roadmap for the TamPal pad dispenser and associated phone App
- Developed and commercialized TamPal products through leading rapid prototyping, initiating partnerships with 3rd party vendors/ manufacturers, and conducting in-market testing on college campuses
- Identified US school bathroom white space opportunity worth \$250M by conducting 100+ interviews and secondary research in \$1B product market
- Winner: MICA UP/Start Competition - \$35,000; Johns Hopkins Innovation Lab, People's Choice - \$7,500

EDUCATION

Johns Hopkins Carey Business School and Maryland Institute College of Art (MICA) Baltimore, MD

MBA/MA Design Leadership (Design Thinking) 2019 - 2021

University of Colorado, Boulder Boulder, CO

BS with Honors, Chemical & Biological Engineering 2009 - 2013