

SUMMARY

Experienced educator, entrepreneur, executive. Award-winning designer and inventor with fifty granted patents. Positioned at the intersection of design, innovation, and business management. Expert in creating economic value by combining new technologies with design thinking to meet the current and future needs of consumers and businesses. Able to bring the viewpoints of inventor, investor, entrepreneur, design director, and manager to analyze and innovate in contemporary global contexts. Experienced in-person and on-line educator and collaborator across time zones and cultures. Frequent conference speaker and guest lecturer on topics of innovation, design and user experience, voice recognition, and entrepreneurship.

EXPERIENCE**Adjunct Professor of Professor of Strategy, Entrepreneurship, & Business Economics, Cox School of Business Southern Methodist University 2020 - present**

Lead Professor/creator of course on Technology Strategy and Innovation. Developed on-line course design and instructional content combining traditional academic sources with interactive simulations, hands-on exercises, engagements with external businesses, and current topics from the headlines in a variety of media including audio and video elements. Use of extensive professional network to arrange company visits for students during immersion sessions in Asia.

Professor of the Practice,**University of North Carolina Kenan-Flagler Business School 2017- present**

Section Professor of Managing Innovation & Business Technology at University of North Carolina's top-rated on-line MBA program. Preparation of course materials, conducting live e-learning classroom sessions, part time, using advanced on-line learning platform. Use of extensive professional network to aid in global immersion program.

Chief Design Officer and Co-founder, AgVoice 2015 - present

Pioneering use of voice recognition and wearables in outdoor environments. Leading development of mobile-to-cloud data interaction service for the food supply chain in collaboration with top voice industry experts and in-house and outsourced development teams. Leading customer needs discovery, product/service design and definition, user experience concept and prototyping, recruit and lead software development team. Raised \$1.5 MM in venture funding. Startup Accelerators: Thrive, Yield Lab, Betaworks Voice Camp, Maersk Growth.

Professor of the Practice,**North Carolina State University College of Design 2017- 2018**

Lead instructor for Fall 2017 Senior Industrial Design Studio, required for ID majors. Syllabus development, recruited guest lecturers and critics, mentored and facilitated industry contacts for students. Coordinated students design and production of large format posters for department exhibit.

RTP Capital Associates, Member 2016 - present

Identifying, performing due diligence, and investing in promising early-stage startups in the southeastern US. Specializing in food supply chain and medical devices. Advising entrepreneurs on design, user experience, and electronic device manufacturing.

Director, Design & User Experience, Lenovo 2011 - 2015

Led design for Lenovo's wide range of commercial PC brands, annual revenue of over \$8B, achieving worldwide number one market share by combining appealing design, purposeful innovation, and compelling user experiences derived from deep customer insights.

Recruited, managed, and directed staff of 17 designers and annual budget of \$1.7 million at US headquarters, reporting to Chief Design Officer/VP. Established strong brand design languages, guided execution from concept through production and launch: design operations, design strategy, design management, budget and salary planning, CMF strategy, facilities, equipment, design process and tools, tracking, and studio culture.

EXPERIENCE

Conceived and executed new design strategy and complete redesigns for comprehensive portfolio of hundreds of products in the ThinkPad, ThinkCentre, ThinkServer, ThinkStation, and ThinkVision brands. Company liaison to legendary longstanding consultant, Richard Sapper. Broad collaboration with Chinese and Japanese counterparts, extensive travel in Asia. Compiled a winning record of top international awards, case studies, promotional videos, publications, and public appearances.

Senior Manager, Corporate Identity & Design, Lenovo 2009 - 2011

Pioneered cohesive global design collaboration process and tools to improve speed and effectiveness of design. Steered creative direction, budget, workflow planning, staffing, project schedules, tracking, and facilities. Led completion and publication and deployment of comprehensive worldwide retail store architectural design & 100-page guideline for 8000+ stores in emerging markets in collaboration with global team and external architects, adaptable to budget, size, and local cultural factors.

Senior Manager, Industrial Design, Lenovo 2007 - 2009

Initiated design-led process changes to transform decision-making and development processes to facilitate design innovation and reach business goals. Provided high level technical and design leadership while value-engineering and cost-optimizing products via extensive use of Asian ODMs. Spearheaded two-year strategic global brand design initiative exploring rational and emotional design elements via a matrixed team of three consultants and 25 designers at three international sites. Turned findings into actionable strategic proposals presented to senior executive team.

OUTREACH

Guest lecturer and critic at North Carolina State University College of Design, University of North Carolina Kenan-Flagler School of Business, Duke University Fuqua School of Business, Rhode Island School of Design (RISD), Georgia Tech, Savannah College of Art and Design, and Hong Kong Polytechnic University. Represented IBM and Lenovo design to press, customers, industry groups, and schools including *The New York Times*, *The Wall Street Journal*, *CNBC*, and *Fast Company*. Frequent speaker at regional and national design and technology conferences, expert panelist on innovation, design, and the future of voice interaction experiences and technology.

EDUCATION

Rhode Island School of Design (RISD), Master of Industrial Design
Harvard University, BA, Mechanical Engineering
Domus Academy, Milan, Italy. Intensive summer graduate program of design
Massachusetts Institute of Technology (MIT), Course in machine design

PATENTS

Fifty granted patents for design and user experience innovation. Awarded rank of Lenovo Master Inventor for substantial patent contributions.

AWARDS

Over 70 national and international design and innovation awards, including IDSA/IDEA *Business Week* Gold and Silver, iF Best of Category, Red Dot Design Team of the Year and Best of the Best (Germany), Good Design (Japan), CES Innovations Best of Category, and ID Magazine awards.

EXHIBITS

Museum of Modern Art, New York, "Workspheres" 2000. Chicago Athenaeum collection. Cologne Furniture Fair 2005. Neue Sammlung, Pinakothek der Moderne, Munich.