

Resumé

PROFILE

Identity: Strategist. Design thinker. Team leader. Innovation coach. Mentor/manager.
Approach: I work with teams to develop intelligent action strategies for achieving long-term goals.
Skills: leadership, management, business development, design thinking, systems analysis, information visualization, group facilitation, public speaking, fundraising, fiscal planning
Knowledge: innovation/change management, business/product strategy, brand stewardship, supply chain engagement, cross-sector partnerships, corporate social responsibility, environmental sustainability

RELEVANT EXPERIENCE

TRUTHstudio Charlottesville, VA *Founder & Principal (2010-)*

[TRUTHstudio](#) provides research, analysis, strategy, visualization, and communication support to organizational effectiveness. We specialize in understanding, visualizing, and communicating complex systems to support intelligent decision-making. Clients: US EPA, UNEP, Office Depot, the MAR Fund, and the Green Products Roundtable.

Economy Map Washington, DC *Founder (2010-)*

[Economy Map](#) is a research initiative to create an online, interactive visualization of the major supply chains in the US economy, showing how economic demand drives industrial activity and environmental impacts. Economy Map visually identifies leverage points for strategic action by industry sectors, government agencies, and civil society organizations.

GreenBlue Charlottesville, VA *Strategy Director (2003-2005), President & CEO (2005-09)*

[GreenBlue](#) equips companies with resources to support product innovation. Under my leadership, the organization grew to a staff of twenty, an annual budget of \$3 million, and a network of over 500 partner companies, including some of the largest CPG companies in the world. I led development of the organization's mission and brand while managing its rapid growth. I also developed an in-house marketing and design department to support the visual communication of complex information. Key projects: [Sustainable Packaging Coalition](#), [CleanGredients](#), [Green2Green](#).

The Summit Foundation Washington, DC *Program Director (2001-03)*

I was hired by [The Summit Foundation](#) to create a new program focused on the sustainable design of products and industrial systems. I conducted field research and interviews to develop four strategic scenarios for the program, which were presented to the Board and published as a report: [Design + Sustainability: Opportunities for Systemic Transformation](#). A decline in assets resulted in temporary suspension of grant-making in 2003, but the program resumed in 2005 with a focus on one of the scenarios: [sustainable cities](#).

National Endowment for the Arts *Graham Fellow in Federal Service (2000-01)*

As Graham Fellow, I oversaw the New Public Works program, which used Federal funding for design competitions as a way to encourage a transparent, publicly accountable process for the planning and selection of designers for major public projects. I also conducted research for a book, [University-Community Design Partnerships](#), which profiles the work of university programs that provide design services to underserved communities. The book was published as part of the [NEA Series on Design](#) and has been used as a template for numerous university-based design programs.

KMPB Architects Toronto, Canada *Designer, Team Lead (1995-96, 2000)*

I acted as designer at [KPMB](#) on building projects of all scales and types, including high-end single- and multi-family residential, academic, cultural, and mixed-use commercial projects. I also acted as team lead for an award-winning entry to an invited public competition for the redesign of the de-commissioned Downsview military airport into a major urban park. Our entry has been exhibited widely, including at the Van Alen Center and the Museum of Modern Art.

EDUCATION

Princeton University, *Master of Architecture (US EPA STAR Fellowship), 2000*

Princeton University, *Bachelor of Arts (summa cum laude), 1992*

PUBLICATIONS
(selected) *'Visualizing Economy 2.0.'* *Visualizing.org Blog (feature)*, May 21, 2011.
'No Silver Bullets: On the Humility of Designers.' *Design Management Review*, Fall 2008.
Design + Sustainability: Opportunities for Systemic Transformation. GreenBlue, 2006.
University-Community Design Partnerships: Innovations in Practice. Princeton Architectural Press, 2002.

PRESENTATIONS
(selected) *Economy Map 2.0: An Experiment in Strategic Visualization*, AIGA PIVOT Conference, 2011
On Humility (keynote), Global Forum 2009: Business as an Agent of World Benefit, 2009
Why Designers Should be Humble (keynote), Greener by Design Conference, 2008
Good Design = Deep Practice (keynote), Core77 Design2.0 Symposium, 2006
What is Good Design? (keynote), AIGA Grow Conference, 2006
Design for Good (seminar), IDEA Conference, University of Minnesota Design Center, 2005

PROFESSIONAL
SERVICE &
LEADERSHIP *'From the Ground Up'* Design Competition for Affordable Housing, Syracuse University, *Juror*, 2009
ID Magazine Annual Design Awards, *Juror*, 2008
University of the Arts, Philadelphia, *External Review Committee*, 2007
Dupont International Award for Design Innovation, *Juror*, 2007
'Massive Change: The Future of Global Design' Traveling Exhibition, *Advisor, Contributor*, 2004
ArchVentures, Boston, MA, *Board of Overseers*, 2003-06
Cooper-Hewitt National Design Awards, *Nomination Committee*, 2005
Home Depot Foundation Awards for Affordable Housing, *Design Award Committee*, 2004-05
Princeton University Student Report to Advisory Board, *Coordinator, Co-Author*, 1997, 1999
Princeton University School of Architecture Dean's Committee, *Student Representative*, 1996-98

AWARDS
Environmental Leadership Program, *Fellow*, 2001 (*deferred*)
Chicago Institute of Architecture and Urbanism Award (award for written work), *National Finalist*, 2000
Alpha Rho Chi Award (award for public service and professional promise), 2000
Environmental Protection Agency STAR Fellowship, *Two-Year Recipient*, 1997-1999
East Asian Studies Grant and FLAS Fellowship, *Japanese Language Fellow*, 1996, 1998
Phi Beta Kappa Academic Honor Society, 1992

OTHER
Languages: Japanese (fluent), French (intermediate)
Hobbies: bicycling, hiking, juggling, cooking, reading, origami, photography, carpentry
International: Thailand (2 years), Japan (2 years), French Polynesia (1 year)
Citizenships: United States, Canada, United Kingdom