

Owen M. Sanderson

Maine-based business designer, researcher + strategist | Empowering new ventures through design

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EDUCATION

TUFTS UNIVERSITY, FLETCHER SCHOOL MA | International Business | 2015

- Wriston Scholarship, Blakeley Fellowship and Harvard Negotiation Fellowship
- Summer study at the iHub in Nairobi, Kenya
- Innovation Club leadership committee
- Admissions Committee student representative

GEORGETOWN UNIVERSITY

BA | Government | 2008

- Magna Cum Laude
- Semester abroad at King's College London
- Berkley Center World Affairs Fellowship

KEY CAPABILITIES

BUSINESS CASE DEVELOPMENT

CUSTOMER JOURNEY MAPPING

DESIGN THINKING

ENTREPRENEURIAL ECOSYSTEMS

ETHNOGRAPHIC / UX RESEARCH

INNOVATION FUNDS

STORYBOARDING + WIREFRAMING

WORKSHOP DESIGN + FACILITATION

ADDITIONAL INFORMATION

PUBLICATIONS

- To Transform Your Industry, Look at Someone Else's, IDEO
- Time to Burst Your Research Bubble, IDEO
- Banish the Big Reveal, IDEO.org
- The Emergence of Kenya's Innovation and Technology Ecosystem, Tufts University
- Negotiating East Africa's Tech Ecosystem, Fletcher Forum
- The New Shape of the Collared Economy, Huffington Post
- Mind the (Skills) Gap, Harvard Business
- Brawn from Brains, Deloitte University Press

INTERESTS

- Globe-trotting: extensive professional travel to Kenya and greater East Africa
- Skiing, running + mediocre home-brewing

PROFESSIONAL EXPERIENCE

OWNER

ISLANDER CREATIVE LLC | Portland, ME | 2021-

Freelance business strategist and design researcher with focus on the intersection of design thinking and new business ventures. Clients include: IA Collaborative, University of New England, Van Alen Institute.

INNOVATION MANAGER

MAINE HEALTH | Portland, ME | 2020-2021

Experienced innovation manager at MaineHealth's new innovation lab. Established a baseline innovation strategy and methodology for its 23,000 employees.

- Designed and taught the first-ever Innovation Elective for Tufts Medical School students at Maine Medical Center, increasing "comfort with innovation" by 80%
- Developed and managed the launch of the inaugural Ignite Innovation Fund, providing \$100,000+ in seed funding to innovators across the MaineHealth system
- Managed innovation initiatives with internal and external clients including the MaineHealth-Roux Institute Innovation Blender series

DIRECTOR

UNUM | Portland, ME | 2019-2020

Director in a Fortune 500 financial services company. Incorporated user discovery, research and design thinking into the development of new products and services.

- Launched a new Customer Co-Creation Initiative to incorporate user research into the development of products for Unum's new ventures business line
- Led customer discovery, business case development and usability testing for a greenfield digital B2B service targeted at small businesses across the country
- Developed an internal campaign to refresh a legacy insurance product, ensuring proposed offering matched the needs of the modern workforce – user research, insights and proposed next steps presented to CEO and CMO

SENIOR BUSINESS DESIGNER

IDEO + IDEO.ORG | Cambridge, MA + New York, NY | 2015-2019

IDEO: Business strategist, user experience researcher and organizational designer for global design firm IDEO. Helped startups and corporations alike build products, brands, experiences, and ultimately, new ventures. Promoted after only 18 months.

- Led a team of designers (user researchers, illustrators, interaction designers, engineers) to bring a variety of concepts to life and establish product-market fit
- Created sustainable financing pathways for several early stage startups including one that later secured over \$6 million in their Series A funding round
- Developed and implemented transformational efforts within organizations, including a year-long design engagement with a prominent Boston-area hospital
- Designed new business and revenue models for Fortune 500 companies looking to pilot new, innovative product offerings

IDEO.org: Business strategist for the nonprofit partner of IDEO. Reimagined the future of international aid with a 5-year, \$15 million grant from the British government.

- Developed sustainable business and revenue models for several small-scale social enterprises who currently reach 175,000+ beneficiaries across Africa and Asia
- Established partnerships and funding opportunities for organizations, positioning them for growth – including one which received a \$1 million grant from Facebook
- Performed ethnographic research and generated user personas to inform more relevant product and service designs for multiple African startups
- Built rapid prototypes to stress test initial concepts with beneficiaries / customers
- Facilitated in-depth human-centered design workshops in Nairobi and New York

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PROFESSIONAL EXPERIENCE (continued)

SUMMER FELLOW

USHAHIDI / THE IHUB | Nairobi, Kenya | Summer 2014 (graduate school summer term)

Summer graduate student fellow at a Kenyan software company based at the iHub, a celebrated hacker space and incubator for Nairobi's tech community.

- Developed preliminary business plan for a new software platform and supported the launch of the BRCK, a novel device for off-grid Kenyans to connect to the internet
- Taught a negotiation skills workshop to Kenyan entrepreneurs through a grant from the Program on Negotiation at Harvard Law School
- Translated summer experience into a graduate thesis at The Fletcher School at Tufts University titled: "On Hubs, BRCKs and Boxes: The Emergence of Kenya's Innovation and Technology Ecosystem"

MANAGEMENT CONSULTANT

DELOITTE CONSULTING | Washington, DC | 2010-2013

Strategy consultant with a focus on innovation and systems thinking. One of ten practitioners nationally selected for annual global fellowship. Received a "1" performance rating, an accolade given to top 5-10% of Deloitte employees.

- Created persuasive analytics, data visualizations and presentations for executive level clients at the U.S. State Department and the U.S. Passport Bureau
- Co-managed company-wide marketing campaign with Deloitte University Press titled Making America Stronger, a series of essays about American innovation
- Authored two op-eds on U.S.-led innovation for Harvard Business Review and The Huffington Post
- Presented to an audience of 500+ people at the Deloitte Federal Practice All-Hands meeting

PROGRAM COORDINATOR, GLOBAL STRATEGY INSTITUTE

CENTER FOR STRATEGIC + INTERNATIONAL STUDIES | Washington, DC | 2008-2010

Research assistant for the Global Strategy Institute, a department focused on strategic planning and long-range foreign policy trend analysis for government and corporate clients.

- Researched future trends in foreign policy (such as shifts in global competitiveness, trends in disruptive technologies, changes in financial markets) and presented to audiences of 300+ people on these global shocks and trends
- Developed and managed two- to four-day signature foreign policy workshops for executive education groups
- Managed the Global Strategy Institute's intern program

SELECT INNOVATION + DESIGN PROJECTS

DEVELOP A NEW DIGITAL PRODUCT

UNUM | Client: Fortune 500 financial services | 2020

3-month engagement

- Prototyped a new B2B insurance platform targeting small business consumers

REDESIGN THE DAY SURGERY EXPERIENCE

IDEO | Client: Hospital system in Massachusetts | 2018

12-month engagement

- Pioneered groundbreaking care initiatives and a new care model at a legacy healthcare institution

LAUNCH A NEW BUSINESS MODEL

IDEO | Client: Startup with Series A funding | 2017

2-month engagement

- Designed new SaaS tiered subscription business model for a video game startup looking to scale

BRING TO LIFE A POTENTIAL SPIN-OUT VENTURE

IDEO | Client: Fortune 500 financial services | 2017

2-month engagement

- Conducted user discovery and business model evaluation for a large company interested in entering the gig economy market

UNDERSTAND REAL USER NEEDS

IDEO.ORG | Client: Nonprofit | 2016

4-month engagement

- Conducted user discovery research for a market-matching chatbot service for Kenyan farmers

ASSESS GLOBAL MARKET OPPORTUNITY

TECHNOSERVE | Client: Fortune 500 financial services | 2015

3-month engagement

- Completed business landscape assessment on opportunities to improve financial inclusion in the developing world