

# SAMUEL HADDAWAY

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## PROFESSIONAL

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### FROG DESIGN

San Francisco, CA

*Strategy and design consulting firm creating transformative customer experiences through products, services, and brands*

#### Data-Forward Strategist

March 2017 – Present

- + Created 10-year corporate strategy and detailed two-year product strategy for internet payments company based on competitive analysis and user research in Asia, leading to new website, brand, and positioning for all 20+ products
- + Developed and modeled profitability of four potential business models for \$200M+ connected hardware business for Fortune 1000 food brand, enabling VP of Innovation to acquire internal funding to spin off project into new venture
- + Conducted qualitative research at 11 transplant centers in Europe and the US to design future customer experience aligned with market trends for a biotherapeutics company, including online platform for genetically modified drugs

### SYPARTNERS

San Francisco, CA

*Innovation strategy and design consulting firm helping leaders build new visions and strategies for their organizations*

#### Associate Strategist

June 2016 – December 2016

- + Designed new corporate agenda and facilitated national summit experience with top 350+ executives of Fortune 500 healthcare organization, equipping attendees to lead new strategic direction through personal storytelling
- + Constructed brand narrative for education nonprofit with recent \$120M investment, developed potential future offerings to further mission, and facilitated two leadership workshops to socialize the future vision

### CENSEO CONSULTING GROUP

Washington, DC

*Management consulting firm helping organizations achieve social good with strategy and operations expertise*

#### Summer Associate

Summer 2015

- + Developed framework to analyze \$140B U.S. Department of Defense agency budget, identifying 28 multi-million dollar weapon systems as key drivers to reduce costs through new initiative to improve procurement practices

### NORC AT THE UNIVERSITY OF CHICAGO, INTERNATIONAL PROJECTS

Bethesda, MD

*Nonprofit consulting firm using analytics and experiments to evaluate international development program service design*

#### Senior Research Analyst / Research Analyst / Research Assistant

2008 – 2014

- + Reduced data collection-to-analysis delay 67% by designing mobile apps to replace paper surveys on four projects in 18 months, collaborating with three subcontractors to train 70 staff to complete 32,000 surveys in six African countries
- + Designed and led product development for proprietary web-based data collection tool, reducing costs and improving experience for internet surveys collecting data from 180+ countries for 10+ projects
- + Discovered unmet demand for microfinance in Indonesia through SPSS regression analysis of data from 600 businesses, 23 banks, and 52 mystery shopper visits; results used to promote lending to small businesses
- + Received 2012 and 2013 Employee Recognition Awards for mobile data collection innovations (<10% of employees)

## EDUCATION

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### YALE SCHOOL OF MANAGEMENT

New Haven, CT

#### Master of Business Administration (MBA)

2016

- + *GMAT*: 770 (99<sup>th</sup> percentile)
- + *Courses*: Digital Strategy, Competitive Strategy, Innovation in Government & Society, Mgmt of Software Development
- + *Leadership*: Design + Innovation Club, Net Impact Club, Innovator TA, Microeconomics TA, Global Social Entrepreneurship (consulting for social enterprises in Brazil and Ghana) consultant and TA, Nonprofit Board Fellow

### THE UNIVERSITY OF CHICAGO

Chicago, IL

#### Bachelor of Arts (BA), Economics, Sociology with Honors

2009

- + GPA 3.4/4.0, General Honors, Dean's List, ethnographic study of vinyl record revival for senior sociology thesis

## ADDITIONAL INFORMATION

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- + **RECENT ACCOMPLISHMENTS** Visited six National Parks on cross-country drive, completed one full and five half marathons, restored 1983 Hobie 16 sailboat and 2000 Jeep Cherokee, hiked 83 miles on the Appalachian Trail
- + **INTERESTS** Sabermetrics (statistical analysis of baseball), travel photography, consumer technology, live music