

SAM HADDAWAY

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PROFESSIONAL EXPERIENCE

MARKER HEALTH

San Francisco, CA

Biotech startup commercializing a concussion diagnostic and a device to treat inflammatory conditions

Vice President of Strategy and Innovation

June 2019 – Present

- Developed go-to-market strategy and led strategic planning to coordinate execution across globally distributed team
- Created pitch deck and associated financial/market analyses, leading to \$5M seed funding from private investors
- Launched company name, logo, brand, website, and product packaging with Swedish web and design agencies

FROG DESIGN

San Francisco, CA

Management consulting firm creating user-centered products and services to help clients grow their businesses

Senior Strategist / Strategist

March 2017 – June 2019

- Led needs-based customer segmentation strategy for CEO of medical technology startup entering nascent \$50B US market; identified target customers through analysis and insights from 900-person survey and 20 customer interviews
- Created 10-year corporate strategy and 2-year product strategy for internet payments company based on competitive analysis and user research in Asia, gaining CEO approval for new website, brand, and positioning for all 20+ products
- Wrote, managed, and analyzed 1000-consumer survey, convincing Fortune 50 retailer to rebrand product line
- 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

SYPARTNERS

San Francisco, CA

Management consulting firm helping leaders create new visions and strategies for their organizations

Associate Strategist

June 2016 – December 2016

- Constructed company narrative and potential future offerings for education nonprofit with \$120M new investment

CENSEO CONSULTING GROUP

Washington, DC

Management consulting firm specialized in strategy and operations for social and public sector clients

Summer Associate

Summer 2015

- Analyzed \$140B U.S. DoD agency budget to identify 28 weapon systems to target for initiative to reduce costs

NORC AT THE UNIVERSITY OF CHICAGO, INTERNATIONAL PROJECTS

Bethesda, MD

Nonprofit using randomized controlled trials to evaluate international development programs in Africa

Senior Research Analyst / Research Analyst / Research Assistant

2008 – 2014

- Led development of mobile app to replace paper surveys and trained 70 staff to use app to survey 32,000 households in six African countries, reducing data collection-to-analysis delay 67%
- Managed 14,000-household World Bank infrastructure assessment project in 15 cities while living in Nairobi, Kenya

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA)

2016

- 770 GMAT (99th percentile), Design + Innovation Club, Net Impact Club, teaching assistant in Microeconomics, Innovator, and Global Social Entrepreneurship (consulting for social enterprises in Brazil and Ghana)

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, researched vinyl record resurgence for senior sociology thesis

INTERESTS

- National Parks, backpacking, sabermetrics (statistical analysis of baseball), consumer electronics, design, live music