Tufts Innovation Symposium presents

Customer in Context

Presented through The Fletcher School's International Business Club

Thursday, February 19, 2015
51 Winthrop Street
Medford, MA 02155
The Institute for Business in the Global Context (IBGC) focuses on the interplay between global business and the key forces that shape the context in which enterprises operate. The Institute cultivates "contextual intelligence" by considering the geopolitical, legal, financial, security, macroeconomic, humanitarian, and environmental impacts on business.
A NOTE FROM THE CONFERENCE TEAM

Dear Guests,

Welcome to The Fletcher School! It is our pleasure to have you join us for this year’s Tufts Innovation Symposium: Customer in Context.

We are delighted to have assembled a group of international thought-leaders, organization builders, entrepreneurs, and policy makers to discuss breaking the barriers to access and inclusion through innovation and customer-centric thinking. As a student-led conference, we are grateful to the Institute for Business in the Global Context, the Institute for Global Leadership, the MIT Legatum Center for Development and Entrepreneurship, the Hitachi Center, and the Tisch College of Citizenship and Public Service for their support.

The goal of the symposium is to draw inspiration and to identify approaches to creating products and ideas that will be useful to the end user from diverse sectors, industries, and geographies. The conference agenda is designed to provide attendees with a toolkit for innovating from a customer-centric point of view. Over the course of the day, we will have the opportunity to glean key insights from innovators on both their successes and their challenges.

We hope that panel discussions and debates with experts and a design thinking workshop will encourage our attendees to identify new ways of innovating, in every sector, that keep the customers' needs and wants in mind. We hope that you will learn from one another and that the relationships you develop today will continue to support you in your future endeavors.

Thank you for joining us for what promises to be an exciting conversation!

Best wishes,

Katie Hallaran,
Conference Chair

Yvonne Durbin,
Conference Chair
OPENING REMARKS

Bhaskar Chakravorti – Executive Director of the Institute for Business in the Global Context (IBGC), Fletcher School, Tufts University

Prior to Fletcher, Bhaskar Chakravorti was a Partner of McKinsey & Company and a Distinguished Scholar at MIT’s Legatum Center for Development and Entrepreneurship. He also served on the faculty of the Harvard Business School and the Harvard University Center for the Environment. He was a leader of McKinsey's Innovation and Global Forces practices and served on the Firm’s Knowledge Services Committee, which oversees McKinsey's 1,200 person global research network. Bhaskar has advised CEOs, Boards and senior management in multiple industries (high technology, health and consumer care and cleantech), policy makers and non-profits on innovation, growth and new business-building and strategies for emerging markets. In a 20+ year career as consultant and educator, he has advised over 30 companies in the Fortune 500, policy-makers, investors and entrepreneurs. His work has spanned multiple geographies: the Americas, EU, Asia and Africa. At Harvard, he taught innovation, entrepreneurship management, and new venture formation, co-chaired an immersion program to India, and published research on innovations triggered by adversity and crises.

IGNITE SPEAKER

Faith Wallace-Gadsden – Founder & Managing Director of Archimedes Project

Faith Wallace-Gadsden, Ph.D. is the founder and Managing Director of the Archimedes Project. After traveling to Haiti at the start of the cholera outbreak and witnessing the failure of the international community to distribute simple, low-cost technology to halt the spread of diarrheal disease, Faith committed herself to finding and implementing scalable business models that meet the desires of low-income families to protect themselves and their children. Faith is also a board member of the Anyone Can Fly Foundation, which seeks to introduce artists of the African Diaspora and masters of African American art to audiences of all ages. She received her PhD in Molecular Microbiology from the Tufts University School of Medicine.
Philip Auerswald – Executive Director, Global Entrepreneurship Research Network

Philip Auerswald is an associate professor and 2013 presidential fellow at the School of Policy, Government & International Affairs at George Mason University. His research focuses on entrepreneurship and innovation in the global context. He is most recently the author of *The Coming Prosperity: How Entrepreneurs are Transforming the Global Economy* (2012). Since 2010, Philip has served as an adviser to the Clinton Global Initiative on topics related to job creation, education, and market-based strategy. He is also the co-editor and co-founder of *Innovations: Technology | Governance | Globalization*, a quarterly journal from MIT Press about entrepreneurial solutions to global challenges, and is associated with the Belfer Center for Science and International Affairs at Harvard University.

Robert Levin – CEO, Transclick

Robert E. Levin is the founder and Chief Executive Officer at Transclick Inc, a global multilingual communications platform with new innovations in digital health. Transclick is a Technology Pioneer member of the World Economic Forum. Levin is a globally recognized inventor and mobile health expert, with particular knowledge of marketing channels for medical and health care mobile applications in 192 countries. An internationally recognized expert on new economy trends in finance and technology, Levin served as an Adjunct Assistant Professor of Finance at the Columbia Business School and at the School of International and Public Affairs. Mr. Levin received an MBA in Finance from New York University's Stern School of Business, a BA in French Civilization from the University of California at Berkeley, and a Masters in International Affairs from the Fletcher School of Law and Diplomacy.

Karti Subramanian – Co-founder, Vera Solutions

Karti Subramanian co-founded Vera Solutions, a social enterprise building cloud and mobile applications for social service organizations around the world. He has worked on dozens of Salesforce and Force.com implementations using mobile, SMS, OCR, and other technology for health, agriculture, and development organizations. He was previously a financial analyst in the investment banking divisions of Lehman Brothers and Barclays Capital, has several years’ experience running small businesses, and holds a BA in Economics from...
Amherst College. He is currently a graduate student at the Kennedy School of Government at Harvard University, while continuing to advise on and support Vera’s growth.

Patricia Gruits – Project Manager, MASS Design Group

Patricia Gruits is a designer and architect at MASS Design, where she provides holistic design solutions to address global health, education, and economic issues in resource-limited settings. She leads design teams in all project phases from immersion and strategic visioning to design and construction implementation, engaging with government, clients, and communities throughout the process. Recently, she oversaw the design of a Maternal Waiting Homes Prototype for Malawi’s Ministry of Health. Her work has been featured in various journals of architecture and design, the BBC World News, and Discovery Channel. She teaches “Design for Social Innovation” at the Rhode Island School of Design, and is a co-founder of the global non-profit Portable Light.

Nick Jackson – Vice President of Toole Design Group

As a senior planner, Nick Jackson brings over 12 years of experience in planning and designing sustainable transportation systems. Nick is highly regarded for his ability to build consensus around solutions for complex urban transportation problems, and is a recipient of the 2014 Professional of the Year Award, Private Sector, given by the Association of Pedestrian and Bicycle Professionals. He recently led a project team of planners, engineers and architects to craft comprehensive new street design guidelines for the City of Boston – a first in that city’s history. Nick’s also played key roles in the emergence of Chicago and Boston as top-rated bicycling cities. Prior to joining Toole Design Group, Nick served as Deputy Director of the Active Transportation Alliance in Chicago, IL. A regular bike commuter, Nick has lived car-free for 10 years and also enjoys sailing, photography and graphic design.
Miriam (Mim) Nelson – Associate Dean, Tisch College of Citizenship and Public Service, Tufts University

As Associate Dean, Miriam Nelson leads Tisch College’s community engagement, student programming, and communications. She also leads the process of refining Tisch College’s strategic vision by engaging a variety of stakeholders, including faculty, students, staff, community partners, and the Board of Advisors.

Cathy Wissink – Senior Director of Technology and Civic Engagement, Microsoft New England

Cathy Wissink focuses on partnering with civic leaders in greater Boston to use technology to solve large challenges and capitalize on impactful and inclusive opportunities. She works directly with local tech leaders and policy influencers on issues critical to both Microsoft and the tech sector. She represents Microsoft with major tech associations, and develops programs on key issues in the tech policy space. Cathy is a Seattle native and is enjoying exploring her adopted city.

Stephanie Wade – Director, Innovation Lab at the US Office of Personnel Management

Stephanie Wade is the Director of the Innovation Lab@OPM. The Lab’s role is to building human-centered design based innovation across the federal government to help solve complex public and cross-sector challenges. Stephanie served as the President of incite. consulting and has also worked at Booz Allen Hamilton where she built their Design Thinking practice. She was also part of the leadership team for Design Thinking DC (DT: DC) which helps bring people together from all facets of the DC community to learn and share design thinking methodologies, practices, and experiences that improve the local community and beyond. In her spare time Stephanie teaches muay thai kickboxing, is an experimental photographer, avid traveler, classic oil painter, skier, and golfer.
Dan Beckmann – Founder and Managing Director, IB5K

Dan Beckmann is the founder of IB5K, a worldwide network of civically-minded media, design, and software gurus. He is a Peabody & Emmy award-winning journalist with a focus on interactive media. During Obama's historic 2008 new media campaign, Dan working in the Chicago headquarters, producing supporter-generated and viral initiatives. He piloted several new video concepts to help voters better understand the candidate’s positions during the critical home stretch of the campaign. He spent over 4 years at ABC News. A native of Toledo, OH, he’s now based in San Francisco where he’s trying to learn how to surf.

FROG: DESIGN THINKING WORKSHOP

frog is a global product strategy and design firm. We identify business opportunities, create great products, and design meaningful experiences to grow brands and delight customers. We are more than 600 strategists, researchers, designers, and technologists who consult and partner with clients across industries. Headquartered in San Francisco, we have offices in Austin, Boston, London, Milan, Munich, New York, Seattle, Shanghai and Singapore.

Geoffrey Schwartz – Associate Director of Strategy, frog

Geoffrey Schwartz is an Associate Director of Strategy in frog’s New York office with over 6 years of experience in global innovation. As a hybrid thinker, Geoffrey brings clarity to organizations by integrating holistic-thinking and research methodologies to inform business strategy. Over the course of his career Geoffrey has helped innovate, design, and implement new business strategies for clients ranging from Fortune 100 to early stage startup. He also co-founded and built an umbrella of e-commerce sites. Geoffrey lives in New York and spends his free time playing music and scrabble.

Anthony Gregorio – Senior Strategist, frog

Anthony Gregorio is a Senior Strategist based in Boston, MA. In his five years at frog Anthony has helped clients define and productize new offerings, enter new markets, and implement product development processes improvements across a wide variety of industries. Most recently Anthony helped develop a business from scratch to address critical medical supply gaps in the public healthcare system in East Africa. Prior to joining frog, Anthony spent two years with Wipro Technologies' Product Strategy practice. In this role he helped clients advance their product portfolios by understanding user needs, evaluating
competitors, identifying and quantifying opportunities, and improving their strategic positioning. Anthony has a BA in Psychology and Social Anthropology from Harvard University.

Caroline Bone – Strategist, frog

Caroline Bone is a Strategist based in Boston. Prior to joining the frog team, she worked as a Media Producer/Scrum Master directing the new product development of K-8 interactive science software. Before that she developed and executed the ground floor marketing strategy for both a digital agency and a K-5 reading software company. Caroline has an MBA from Babson College. She also holds a BA in Psychology and Biology from Bucknell University.

Graham Tuttle – Strategist, frog

Graham Tuttle is a Strategist in frog’s New York office. In his seven years in the industry Graham has worked on both the corporate and consulting side, helping clients of all sizes practice, integrate, and execute design methodologies to deliver better consumer experiences. Prior to joining frog, Graham lead the integration of Design Strategy at Nestle Purina and managed Design for their Snack Brands Portfolio. Previous clients include SC Johnson, FedEx, American Greetings, Chicago Public Schools, and the Chicago Arts Partnership in Education. As a hybrid thinker, Graham specializes in taking multi-disciplinary teams through a methodological approach to design and innovation that has lead multiple large market successes. Graham has a Bachelors of Industrial Design from Syracuse University, a Masters of Design from the Institute of Design, and an MBA from IIT.

Special Speaker

Kim Wilson – Lecturer in International Business, The Fletcher School

Kim Wilson is a lecturer at The Fletcher School and a Fellow with the Center for Emerging Market Enterprises and the Feinstein International Center at Tufts University. Spending time in India beginning in 2001 through 2005, Professor Wilson worked closely with savings groups, connecting them to banks with a particular focus on tribal areas. She has worked for Catholic Relief Services heading their Microfinance Unit, and in that tenure, spearheaded CRS’ shift from focusing on credit to the poor to savings of the poor. Professor Wilson has consulted for many international agencies in savings and credit. Previously, she was in the private sector, occupying senior management positions in finance and franchising.
Doug Coughran – Co-founder & CEO, Foxtrot Systems

Doug Coughran founded Foxtrot Systems with Patrick in July 2014 after two years of extensive research in the field of route optimization. Having spent three years at MIT pursuing a B.S. in Manufacturing with an emphasis towards Operations, Doug has studied Supply Chain, Numerical Computation, & Software Design. At Foxtrot, Doug pulls together the engineering, design and sales troops under one roof with a single goal: to put efficient logistics at the reach of every distributor in the world. He switches frequently between engineering, sales & marketing, and business strategy. Doug has worked at Bain & Co, Evercore Partners, CEMEX and The Mexico Fund.

Patrick Coughran – Co-founder & CTO, Foxtrot Systems

Patrick Coughran founded Foxtrot Systems with Doug in July 2014 after leading two years of R&D on the vehicle routing problem. As CTO, Patrick has led the transition from a theoretical algorithm into a market-ready product, managing a team of seven. In his current role, he oversees the development & maintenance of our product’s back-end architecture and user interface as well our route optimization algorithm. Prior to forming Foxtrot Systems, Patrick was a student at Tufts University pursuing his B.S. in Computer Science and managing director of Jumbo Ventures, an alumni-funded venture fund he helped launch.

Patrick and Doug’s skillsets complement each other’s remarkably well, and although they devote the majority of their time to different roles, our CTO has often guided business strategy and our CEO has written part of our software.

DEBATE: DOES FORM REALLY MATTER?

Ravi Shankar Chaturvedi – Research Fellow, Institute for Business in the Global Context

Ravi Chaturvedi is a Research Fellow for Innovation and Change at IBGC where he leads the Planet eBiz study, which analyzes the forces that drive digital evolution and the future of global commerce. He has extensive experience in emerging markets, strategy and business management, and the payments industry. Prior to Fletcher, Chaturvedi was the Head of Portfolio and Products for the Middle East and North Africa region at American Express. He also worked in
various capacities in parts of Asia for a decade with organizations such as Standard Chartered, HSBC, and Hewlett Packard.

Montana Cherney – Creative Director, Design Impact Group, Dalberg Global Development Advisors

Montana Cherney is a Creative Director at the Design Impact Group (DIG) at Dalberg Global Development Advisors. DIG is the only design practice embedded within a strategic consultancy purely focused on social impact. For the past ten years Montana has worked as an innovation consultant, developing physical, digital and service solutions for brands across verticals such as healthcare, finance, hospitality, telecommunications and consumer electronics. Montana's true passion lies in the healthcare space where she has used human centered design practices to improve emergency disaster management, neonatal intensive care units, preventative care, chronic disease management, cancer care, and caregiving for the elderly.

Timothy Prestero – Founder and CEO, Design that Matters

Timothy Prestero is the founder and CEO of Design that Matters (DtM), an American nonprofit. DtM collaborates with leading social entrepreneurs and hundreds of volunteers to design new products and services for the poor in developing countries. A former Peace Corps volunteer and an MIT graduate, Tim has worked in 17 countries in Africa, Asia and Latin America. He is a Martin Fellow at MIT, an Ashoka Affiliate and a Draper Richards Kaplan Fellow. DtM's NeoNurture Infant Incubator was named #1 of the "50 Best Inventions of 2010" by TIME Magazine. DtM's Kinkajou Microfilm Projector has allowed thousands of adults in Mali to achieve literacy. DtM's Firefly infant phototherapy device is treating thousands of newborns in ten counties, including Vietnam, Myanmar, Ghana and Haiti.

Celina Schocken – Principal, Advance Global Health

Celina Schocken is the Principal of Advance Global Health, LLC, a consulting firm focused on health technology and innovation in developing countries. She has extensive leadership experience working on healthcare issues in Sub-Saharan Africa and Asia, including innovation, program management, and strategy. Celina advises the Jhpiego at Johns Hopkins University, Global Good/Intellectual Ventures, and other private sector clients. She previously served as Director of Policy and Advocacy at Merck for Mothers, where she led the Saving Mothers, Giving Life public-private partnership. Previously, Celina was Director of International Organizations at Population Services International (PSI). She has also served as Chief Advisor in the Rwandan Ministry of Health, at the World Bank, the Global Fund to Fight AIDS, TB and Malaria, and at the Council on Foreign Relations.
Bill Cromie – Co-founder, Significance Labs

Bill Cromie cofounded Significance Labs, a Brooklyn-based social impact incubator. Our programs encourage entrepreneurs, designers, and developers to build products for communities that are often overlooked by technology. Prior to Significance Labs, Bill was the technical cofounder for two successful tech start-ups, from generating and refining the product through building and leading a team to execute the vision.

Special Guest

Safir Jamal – Global Brand Strategy and Innovation Manager, Gillette, Procter & Gamble

Safir Jamal leads Gillette’s $2.1 billion disposable razor portfolio in both developed and emerging markets. His work centers on designing the innovation pipeline, go-to-market strategies, and international advertising efforts to reach consumers across the globe, with a particular focus on Brazil, India, and Central/Eastern Europe. He is passionate about the potential for multinational corporations to innovate specifically for bottom-of-the-pyramid consumers. Safir has extensive experience in brand management within the consumer goods industry, having worked for Procter & Gamble and Johnson & Johnson. He has traveled to over 45 countries, speaks four different languages, and serves as a marketing advisor to the University of Central Asia in Tajikistan, the Kyrgyz Republic, and Kazakhstan.
CONFERENCE TEAM

Co-Chairs – Yvonne Durbin, Katherine Hallaran

Panels – Miranda Bogen, Betty Cox, Brionne Dawson, Lark Walters

Partnerships – Owen Sanderson, Bryan Stinchfield

Marketing – Aditi Desai, Benji Moncivaiz

Logistics – Lina Kim

THE FLETCHER SCHOOL’S INTERNATIONAL BUSINESS CLUB

The International Business Club is one of the largest student organizations at the Fletcher School. Our popularity is a reflection of widespread student interest in global business issues and private sector career paths. The club is dedicated to creating opportunities for members to engage with business in the global context. We do so by organizing site visits to corporations in Boston, New York, and Washington, DC; hosting business leaders from around the world to speak on campus; organizing workshops around key business skills and providing platforms such as the Tufts Innovation Symposium, for discussion of global business issues outside the classroom.

THANK YOU

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DEVELOPING ENTREPRENEURS FOR DEVELOPING COUNTRIES

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