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# MARGARET HARTWELL

## PROFILE

I am an innovation and strategy leader on a mission to empower purpose-driven change at the intersection of design, brand & culture, and technology. By developing people-centered solutions I serve as a guide, translator, mentor and innovator to create technology-enabled solutions.

I use a transformative approach to everyday innovation and employ skills and best practices from a range of disciplines: archetypes, transpersonal psychology, sustainable management, and design thinking. I co-founded Cognition Studio and established the innovation, design thinking, UX strategy and UI design practices. I am the author of *Archetypes in Branding: A Toolkit for Creatives and Strategists*. I earned my MBA in Sustainable Management from Presidio Graduate School, a BA from UC Berkeley, and an advanced coaching certification from the Institute of Transpersonal Psychology.

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## DEMONSTRATED COMPETENCIES

Innovation Strategy & Facilitation // Product and Service Design // UX/UI // Quantitative and Qualitative User Research // Design Thinking // Customer Experience // Business, Design & Brand Planning & Strategy Executive Coaching // Agile Development // Corporate Social Responsibility (CSR) // Creative Direction Education & Training // Marketing & Communications // Organizational & Team Development

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## EDUCATION

- Presidio Graduate School, San Francisco, CA. MBA, Sustainable Management
- Institute of Transpersonal Psychology, Palo Alto, CA. Advanced Coaching Certification
- University of California, Berkeley. Bachelor of Arts
- Richmond College, London, UK. Advanced Actor's Programme

## PROFESSIONAL EXPERIENCE

Cognition Studio, Auckland, NZ..... 2017- 2018  
CO-FOUNDER, INNOVATION DIRECTOR

Design Thinking + CX + Agile. Reimagine. Redefine. Rewire.  
Funded as an innovation start-up by Certus Solutions, led a team of strategists, designers and technologists dedicated to applying design thinking to realise the potential of digital, cognitive and mobile solutions. Responsible for creating and leading the innovation, design thinking, UX strategy and UI design practices. Developed a hybrid agile and design thinking delivery model and toolkit. Facilitated experiences to co-create the future – aka workshops – designed to reveal and release the wisdom and innovation within organizations or teams. Sectors: Financial Services, Government and Public Services including Healthcare, Utilities including Telco.

Aamplify, Auckland, NZ ..... 2015-2016  
CLIENT PARTNER

Development and delivery of services for brand archetype workshops, demand generation and content marketing strategy for select technology, software and professional services brands in the United States and New Zealand.

Archetype IQ ..... 2012-2015  
BRAND STRATEGIST + FACILITATOR + BUSINESS COACH

Brand, innovation and sustainability consultant and facilitator for international client base. Senior advisor on enterprise-wide initiatives focused on critical business outcomes, creation of new products and services, and removal of obstacles. Design and implementation of human-centered strategies and experiences that promote long-term, mutually beneficial, and purpose-driven accountability between business and stakeholders. Introduction of frameworks and methodologies to reframe narratives, unearth new insights, and create value. Sectors: wellness, manufacturing, sports, technology and education.

California College of the Arts, San Francisco, CA..... 2012-2014  
**ADJUNCT FACULTY & GUEST SPEAKER**  
 Curriculum development and lead instructor for Live Exchange in the Design Strategy MBA: effective communication, design thinking, collaboration, and presentation skills. Guest lectures: Building Effective Teams and Conflict resolution.

Saatchi & Saatchi S, San Francisco, CA..... 2011  
**SENIOR STRATEGIST**  
 Multiple contract roles: strategy, research, development, communications, and implementation for the creation of external activation initiatives in sustainability, CSR, and brand for Fortune 500 clients.

Presidio Graduate School, San Francisco, CA..... 2010-2011  
**TEACHING ASSISTANT**  
 Two semesters facilitating the delivery of Leadership for Sustainable Management, a core class in the MBA program, with professor Cynthia Scott. Curriculum development, support, student resource and presentation skills coaching.

Chen Design Associates, San Francisco, CA ..... 2006-2011  
**BRAND STRATEGY CONSULTANT**  
 Contractor hired to lead the exploration, development, and positioning of sustainable, targeted and creative brand strategies. Naming and identity development. Business structure, social media and sustainability consultation. Workshops, creative briefs, competitive research.

Presidio Graduate School MBA..... 2008-2011  
 The only values-driven Graduate School offering MBA & MPA degree programs that integrate social justice, environmental responsibility, and systems thinking.

Consulting:

- Rentcycle (Getable): Culture Assessment
- Mission Markets: Impact Investing Ratings Analysis
- Kinnexus: Scenario planning and strategic review for a coordinated care software system for senior citizens
- In-Power Solar: Financial analysis & feasibility of California-based utility-scale solar farm installation
- Tribe25: Product & digital development for online healthy weight-loss game
- Amada Group: Brand & marketing for investment manager

Projects:

- OccupyYourWallet: Non-profit venture creation, digital corporate disclosure and purchasing information tool
- Levi Strauss & Co.: GRI report
- Monsanto Marketing Case Study
- Ecotourism Industry: Porter Five Forces Analysis and Stakeholder Assessment
- Weyerhaeuser: Global Reporting Initiative evaluation
- Presidio Buzz hosted by Triple Pundit: Editorial Lead

livework coaching, Palo Alto, CA ..... 2007-present  
**FOUNDER, PROFESSIONAL COACH**  
 Executive, creativity, and life coaching collective providing integrated support for transitions, development, and transformations.

Stanford Lively Arts, Stanford, CA ..... 2006  
**DIRECTOR OF MARKETING AND COMMUNICATIONS - maternity cover**  
 Directed and executed comprehensive marketing and public relations plans to generate sales and promote performances, programs, and artistic vision for the 06-07 season. Led team of direct staff reports, as well as a resource base of independent contractors and consultants, in support of achieving organizational objectives. Initiated sustainability policy for printed collateral.

Design Council, London, UK ..... 2004-2005  
**HEAD OF MARKETING**  
 Directed strategic, targeted and creative communications solutions across the Design Council. Gained agreement to, and oversaw the implementation of, integrated activity which creatively promoted the work. Managed budget of £500k (\$950k). Turned around disenfranchised team of ten to fulfill a broad skill set for the organization including: events, film, writing, production, direct marketing and digital communications, studio, PR. Campaign work in Learning Environments, Design Skills Education, Technology, Manufacturing, Design Knowledge and Health.

The London Design Festival Ltd., London, UK ..... 2003-2004  
**BUSINESS DEVELOPMENT DIRECTOR**  
 Developed sponsorship program, content direction, and brand strategy for The London Design Festival and The World Creative Forum. Additional contributions in research, trends, relationship and event management with sponsors, participants, keynotes.

Olivier Mythodrama, London, UK ..... 2002-2003  
**DIRECTOR OF MARKETING**  
 Re-defined the brand and evolved the corporate identity in arts-based leadership development consultancy across multiple channels: advertising, collateral, web, film. Vertical integration of brand through strategic collaborations, PR, event management, internal and legal policy.

- Suissa Miller Advertising, Los Angeles, CA ..... 1993-2002
- + VICE PRESIDENT, CREATIVE DIRECTOR (1999-2002)
 

Responsible for direction and management of every aspect of the creative department in a \$260 million multi-national advertising and communications agency including: standards of creative product; creative direction; client and public interface; policies and procedures; profit generation/maximization; recruitment and maintenance of staff of 40 in five departments: IT, traffic, print production, studio and retouching, and creative; new business research and presentation; annual client and staff appreciation events; summer internship program; awards submissions; portfolio review; equipment and supply budgeting & purchasing. Highlights: Integral to growth of company from \$30 million to \$260 million over tenure, ultimately resulting in the sale of the agency to Interpublic Group (IPG) in 1997. Clients include: Collegeclub.com, Acura, Beech-Nut Babyfood, Partnership for a Drugfree America, Princess Cruises, Skytel, AAA, HomeBase, Weingart Centre for the Homeless, Micrographx, UCLA/SM Medical Center, Venice Family Clinic, TreePeople
  - + ART DIRECTOR/DESIGNER (1997-1999)
 

Recognized for visual creativity and literacy. Promoted to one of five-person pitch team winning the \$125 million Acura account. Concept and fulfillment of strategic advertising briefs for print, web, direct mail, TV.
  - + STUDIO MANAGER and IT DIRECTOR (1993-1997)
 

Managed print production studio – mechanical preparation, traffic workflow, production pre-flight. Purchasing, maintenance, instruction and functioning of network hardware and systems within rigid budgetary constraints. Established office-wide Apple network-hardware and software. Converted traditional studio to digital environment.

**SPEAKING ENGAGEMENTS**

EMBRACING DESIGN THINKING – PERSPECTIVES ON MAKING MEANINGFUL CHANGE .....June 2017  
Accelerate 4-Event Series: Sydney and Melbourne, Australia + Wellington and Auckland, New Zealand

TRANSFORM YOUR BUSINESS AND YOUR BRAND: Insights from design thinking and data science  
Co-presenter James Hartwright, Certus Solutions

DESIGN THINKING TASTER WORKSHOPS  
Series of two-hour workshops giving participants a mini-experience of what a design-thinking approach might do for their business. Special guest, David Gram, former Head of Future Lab at LEGO.

BRAND MINDFULNESS: AN EVERYDAY PRACTICE FOR MARKETING WITH MEANING .....May 2017  
Brand Folder Webinar: How can we keep meaning at the center of our strategic brand work? Discover new frameworks for the brand-stakeholder relationship along with models and tools to help marketers meet the challenges of their roles. Co-presented with Elizabeth Ellis, Director of Brand Copy, Craftsy.

MAGNETIC ARCHETYPES ..... March 2016  
Chrysalis Innovation Studio, Auckland, NZ

BRAND ARCHETYPES #wiifme // #wiifwe ..... Nov 2015  
Deloitte Private Club, Auckland, NZ

BRAND HACKATHON ..... June 2014  
USING ARCHETYPES TO UNLEASH BRAND PURPOSE AND SPARK INNOVATION, ENGAGEMENT AND IMPACT  
Sustainable Brands 2014, San Diego, CA. Co-Presenter: Raphael Bemporad, BBMG

HOW Design Live Conference, San Francisco, CA..... 2013  
*Archetypes in Branding* book launch. [Expert’s Corner Profile](#).  
Co-presenter: Joshua Chen, Chen Design Associates

Eesti Disaini Keskus (Estonian Design Centre) Talinn, Estonia..... 2012  
*Archetypes in Branding* Book Launch

California College of the Arts, San Francisco, CA.....2011-14

- BUILDING EFFECTIVE TEAMS-SEMINARS FOR MA CURATORIAL PRACTICE
- CONFLICT. DEBRIEFING FOR DMBA LEADERSHIP CLASS  
Applying insights from the Thomas-Kilmann conflict mode instrument
- BRAND STRATEGY: APPLYING AN ARCHETYPAL LENS