

SUSAN HOSKING | susan.hosking@gmail.com

San Francisco, CA  
415.652.0249

**Experienced product leader with 15 years of expertise and a proven track record of successfully leading and motivating teams to create people-centered products.**

- Deep experience in all areas of building products, including business, product management and design, across a diverse group of companies/products, from startups to global conglomerates;
- Engaged business leadership in product strategy and planning, including strategy workshops, roadmap development, team alignment and resource allocation;
- Strong written and verbal communicator, working with stakeholders, executives and decision-makers, aligning teams and driving product and business decisions;
- Proven ability to master new skills, execute despite ambiguity, shifting priorities, and limited resources;
- Developed trust and managed relationships with C-level leadership and strategic partners; and
- Built communities and fostered culture, collaborating with leaders to craft a vision, mentor relationships, inspire connections, and build effective networks.

**WORK EXPERIENCE**

MANAGING DIRECTOR, SUSAN HOSKING CONSULTING  
san francisco, ca | March 2006 – present

- Product strategy, design, and business coaching for early-stage startups and established companies, including Barclays, Club One Fitness, Coupons.com, FileMaker, Hewlett-Packard, and Johnson & Johnson. Hired gun at Hot Studio (acquired by Facebook) and Lunar Design (acquired by McKinsey).

SENIOR PRODUCT DESIGN LEAD, GE DIGITAL SOFTWARE CENTER  
san ramon, ca | November 2013 – January 2018

- Collaborated with executive stakeholders to align business strategy with product requirements and vision, delivering solutions with measurable outcomes.
- Lead consultant supporting an agile development team with lean product processes and Six Sigma.
- Facilitated conversations and strategy workshops with customers, researching industry trends, performing competitive and strategic analyses, then prioritizing implementation plans.
- Defined and cultivated GE's culture through organizational transformation, engaging leadership in crafting a vision, to inspire the workforce to build great products and scaling motivated, high-performing teams.

CO-FOUNDER & CHAPTER REPRESENTATIVE, SERVICE DESIGN NETWORK  
san francisco, ca | January 2013 – December 2015

- Co-founded the SF Bay Area Service Design Network chapter, helping to build a community of practitioners, passionate about driving collaboration between business and design.

DIRECTOR OF DESIGN, MACADAMIAN SILICON VALLEY INNOVATION LAB  
san mateo, ca | March 2012 – October 2013

- Built Macadamian's Research and Development practice, aligned with their global strategic vision, identifying and assessing business opportunities and pitching user experience strategy directly to customers. Scoped, led, and executed project work including both user research and product design.

DESIGN FELLOW, HASSO PLATTNER INSTITUTE OF DESIGN (d.school)  
stanford, ca | 2006 – 2007

- Foundational team member, facilitating early strategy planning sessions and co-creating the mission and vision for the user-centered design program offered to Stanford graduate students.

**EDUCATION**

UC BERKELEY, HAAS SCHOOL OF BUSINESS | MASTER OF BUSINESS ADMINISTRATION

STANFORD UNIVERSITY | MA – LEARNING, DESIGN AND TECHNOLOGY

SAN FRANCISCO STATE UNIVERSITY | BA – CINEMA STUDIES