

**A business leader with 15 years of strategic digital experience across all areas of product development, and a passion for leading and motivating teams to create people-centered experiences.**

I believe in the potential of technology to impact the world by empowering people through products and services designed with empathy, intuition and wisdom.

## WORK EXPERIENCE

SENIOR MANAGER & CO-HEAD, AMERICAS DESIGN LAB, BAIN & COMPANY  
san francisco, ca | February 2020 – present

- Building a design practice to bridge early stage business ideas with management consulting services, focused on product/solution fit of offerings, developing new SKUs and selling new business, as well as scaling and inspiring the design practice across the region.
- Providing expert client delivery of product development, innovation, and strategy consulting, enabling clients to solve complex growth and innovation challenges.
- Leading multi-disciplinary teams to deliver end to end service and digital product design for business needs, across the design process from design research, concept development, prototyping, testing and iteration to service and business model development.

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

- Collaborated with executive stakeholders on a variety of business challenges, driving revenue and margin growth across key customer businesses including aviation, oil and gas, and manufacturing.
- Partnered with engineers, PMs, and data scientists to deliver new products and strategies oriented around the industrial internet, using Six Sigma and Agile methodologies.

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

- Established the SF Bay Area Service Design Network (SDN) chapter, connecting agencies and business to strengthen the impact of service design.

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

- Built a new consulting portfolio (to complement their software development services) focused on product strategy and user experience research/design, extending their services offering and growing revenue.

MANAGING DIRECTOR, SUSAN HOSKING CONSULTING  
san francisco, ca | March 2006 – March 2012

- Partnered with companies to accelerate business decisions and to ship best-in-class experiences across a range of industries including enterprise, life sciences, and consumer. Helped find product-market fit, develop product strategies, design new products, and enable scale.
- Clients included Barclays, Club One Fitness, Coupons.com, FileMaker, Hewlett-Packard, and Johnson & Johnson.
- Contracted for Hot Studio (acquired by Facebook) and Lunar Design (acquired by McKinsey).

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

- An inaugural fellow, helped lay the foundation for the d.school, a hub for Stanford innovators (engaging nearly 10% of students across seven graduate schools) to tackle some of the world's most urgent problems.

## EDUCATION

UC BERKELEY, HAAS SCHOOL OF BUSINESS  
Master of Business Administration

STANFORD UNIVERSITY  
Master of Design

SAN FRANCISCO STATE UNIVERSITY  
Bachelor of Arts

## ADDITIONAL INFORMATION

I am a Bay Area native (born in Marin, grew up in Napa, based in San Francisco for two decades). Ask me about food and wine, traveling to new places, and why I have seen *Hamilton* eight times.