

JARED BYRNE

480.438.2315
1316 E. Broadmor Drive

Jared.Byrne@asu.edu
www.linkedin.com/in/jared-byrne

SUMMARY

Entrepreneurship Strategist with 6 years of experience designing and implementing measurable user-centric strategies that include branding, program development and strategic partnerships.

SKILLS

Business Design: Field Research & Ethnography, Business Model Canvas

Brand Design: Prototyping, Service Blueprinting, Customer Journey Mapping

Graphic Design: Adobe Suite including Illustrator, Photoshop, and InDesign

PROJECTS

Lenovo, Morrisville, NC

The World's largest computer vendor by unit sales ('13 - '15) with 21.3% market share, and USD\$44.9B revenue ('16).

Consultant: Self-Help Research, Analysis & Design

- Conducted interviews, surveys, focus groups + social listening to understand target-customer brand perceptions
- Played a key role socializing the findings and working collaboratively with management to create recommendations that targeted deeper user engagement through improvements to the customer experience.

ASU Center for Child Well-Being, Phoenix, AZ

A research center working to increase family resilience by building safer, more vibrant communities for young people.

Graduate Assistant: Communications Design Project Collaborator

- Designed 'storytelling' layout of printed marketing collateral to amplify audience engagement; delivering final product early, and under budget, that increased traditional reach with over 2000 prints

EXPERIENCE

Arizona State University, W. P. Carey Business School, Tempe, AZ

Aug. 13, 2018 – present

Top-25 Business School built on diversity, innovation and global thinking among students and world-renowned faculty.

Associate Director, Strategic Partnerships – Center for Entrepreneurship

- Oversees and directs the W. P. Carey School of Business' Center for Entrepreneurship (CfE), which specializes in business education, practice and research designed to provide relevant programming and information services to students and other community stakeholders towards advancing start-ups, small and medium-sized businesses
- Works with multiple stakeholders and manages strategic responsibilities of considerable difficulty and sensitivity in planning, organizing, directing and coordinating administrative, academic and operational activities
- Redefining the CfE strategy based on inclusivity, cross-university collaboration and stakeholder training needs as founded on primary and secondary research in the area of entrepreneurship and new business innovation
- With strategic vision of what the CfE can become, uses operational management capabilities to make those visions a reality
- Designs and tests student engagement initiatives, including consulting, communication, entrepreneur-in-residence and mentorship-network programs
- Coordinates CfE executive/advisory board engagement
- Responsible for raising funds for the CfE

The Center for the Future of Arizona, Phoenix, AZ

May 31, 2018 – August 9, 2018

A think-tank that drives Arizona to reach its full potential through data-driven research and stakeholder partnership.

Consultant – Business Strategy

- Supported Strategic Partnership development initiatives with 40+ key partners, including outreach, events planning and training.
- Acted as additional support to full-time team as they developed programming focused on community and partnership development.

The Center for the Future of Arizona, Phoenix, AZ

May 31, 2017 – May 15, 2018

A think-tank that drives Arizona to reach its full potential through data-driven research and stakeholder partnership.

Graduate Research Assistant – Business Strategy

- Initiated brand advocacy initiatives with 40+ key partners; driving engagement through formal events and training
- Proactively designed wireframe for interactive app, from needs to ideas, then concept to roadmap to creative prototype; leading to product availability for testing one month earlier than anticipated

Global Markets, Calgary, AB

June 2012 – June 2016

A business catalyst that consults SME's on digital and physical opportunities to drive growth in International markets.

International Trade Specialist

- Translated digital objectives into an omni-channel strategy and, coordinating a remote team, improved brand awareness and loyalty through increasing audience engagement 200% year-over-year over a 3-year period
- Launched U.S.-Canada, bilateral 'Clean Industry Network', leading to paid corporate memberships within 1-year

VOLUNTEER

OpenIDEO, San Francisco, CA

May 31, 2018 – July 27, 2018

An Open Innovation platform that empowers communities to design solutions to some of the world's biggest challenges.

Community Prototyper (remote) – Nike Challenge

- Created and implemented a comprehensive strategy to connect to end users, and present to Nike executives
- Served as mentor and point-of-contact who supported value proposition creation, design research, customer outreach, iterative prototyping, and external communications.

Lucky Sevan Surf Grommets, San Clemente, CA

July 9, 2018 – July 13, 2018

A Youth Leadership Surf Camp

Mentor

- Served as mentor, utilizing my advanced degree, to provide advice and support to participants around leadership development
- Provided organizational support to help promote the strategic business design/branding of the non-profit as based on my Masters' Degree education.

EDUCATION

W. P. Carey School of Business at Arizona State University, Tempe, AZ

May 7, 2018

Master of Business Administration (MBA)

Center for Distance Education, Calgary, AB

May 2015

Dip. Graphic Design