

---

I am a driven leader with a proven ability to lead and execute within complex organizations. My expertise is in Business Model Design, Strategic Partnerships, Program Development, Customer Centered Research, and Design Thinking. I define and develop new innovation product offerings with Fortune 500 partners to inform and enable corporate transformations.

---

---

## Education

---

### California College of the Arts - MBA, Design Strategy

June 2016, San Francisco, CA

### Union College - B.S. Computer Science & Visual Arts

June 2010, Schenectady, NY

---

---

## Professional Experience

---

### Techstars - Innovation Coach, Corporate Innovation

October 2018 - PRESENT, New York, NY

Design and deliver corporate innovation strategy programs to advance partner capabilities around internal innovation and startup partnerships. Working remotely managing partners across the globe with 35% international travel.

- Consult with major global enterprise organizations, including but not limited to: Temasek (Singapore Sovereign Wealth Fund), Equinor (Oil & Gas), QBE (AUS - Insurance), Aldar (UAE - Real Estate), Western Union (Financial Services)
- Provide targeted mentorship to corporate innovation teams to identify new product categories and markets
- Directly manage up to 3 Program Managers at a given time
- Deliver high-value modular training on lean startup concepts
- Accountable for driving value of partnership portfolio through senior executive relationship management.
- Develop project proposals ranging from \$100K-\$1M in response to RFPs and direct partner needs finding
- Design internal strategy for Techstars new product development
- Plan, organize, and implement professional learning events for corporate innovation partners
- Collaborate cross-functionally to ensure alignment

### Business Models Inc - Strategy Designer

January 2017 - September 2018, San Francisco, CA

Leveraged design thinking methodologies, business modeling tools, and lean startup principles to help companies design, validate, and implement new innovative business models

- Identified clients and created pitch decks for \$10K - \$200k proposals
- Consulted for startups, SMEs, and Fortune 1000 corporates
- Trained corporate teams to leverage Design Thinking for internal ideation efforts on new products, programs and capabilities
- Led end user qualitative research for Cisco's Hyper Innovation Living Lab (CHILL) focused on supply chain innovation. Scouted and interviewed participants, defined opportunity areas, coordinated day-of user testing
- Defined and translated client's objectives into executable visions and

go-to-market strategies

- Organized entrepreneurship and innovation workshops for students ages 11-18 from FIRST, a leading STEM non-profit

### **Free Range Studios - Senior Account Manager**

May 2016 - November 2016, Oakland, CA

- Managed cross-cultural and remote workforce of web designers, software engineers and product managers for foundation, large corporate, and consumer brand design projects
- Conducted user-centered research including stakeholder interviews, secondary research, and in-person workshops
- Clients included: Bill and Melinda Gates Foundation, The Nature Conservancy, and Cradle to Cradle Products Innovation Institute

### **Autodesk / Instructables.com - Business Development & Strategic Partnerships**

June 2010 - April 2016 (acquisition 2011), San Francisco, CA

Promoted from project manager to business development and strategic partnerships role establishing and managing relationships with 450 makerspaces and universities for brand awareness of Autodesk consumer products.

- Created, managed, and continuously iterated Build Night Program to represent Autodesk in the local and global maker community
- Organized events in 40+ countries with 2,000+ participants
- Developed campaigns to introduce new products; brought in top industry partners including littleBits, Dremel, Coleman, Epson, UP! 3D Printers, Soda Stream, Celestron, Singer, and Epilog
- Conceived and executed digital contests. Collected and analyzed data on press coverage, page analytics, and ad click through rates
- Worked with online media partners to promote Instructables through articles and blog posts

---

#### **Startup Mentorship**

---

Mentored early stage startups at: NASDAQ Milestone Makers, Stanford's Real Startup, NUMA, and Galvanize NYC

---

#### **Speaking Engagements**

---

QB3, UCSF  
Maker Faire  
Columbia University  
Futureworks, NYCEDC  
Ladies that UX

---

#### **Creative Experience**

---

##### **Instructables.com Content Creator**

Posted 115 tutorials totaling 14.8 million page views. Articles featured in major publications: The Huffington Post, GQ Magazine, Popular Mechanics, and BuzzFeed.

---

#### **Contact**

---

**Website** [carleyjacobson.com](http://carleyjacobson.com)  
**LinkedIn** [linkedin.com/in/carleyhart](https://www.linkedin.com/in/carleyhart)  
**Contact** 401-575-3163  
**Email** [carleyjhart@gmail.com](mailto:carleyjhart@gmail.com)

