



LAUREN EVE CANTOR

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## PROFILE

Multi-disciplinary strategist with a focus on venture design and innovation through the lens of product design and culture. Experienced management professional with a proven track record of building businesses, outperforming revenue targets, managing teams, and redesigning existing platforms to take advantage of technological advancements. Expertise in design research, visual storytelling, logistics, operational management, project management, product management, market analysis, and business model design. MFA in Design from The School of Visual Arts, MBA in Finance from the Wharton School of Business, and BA in Astrophysics from Columbia University. Superpowers include creative thinking, problem solving, and decisiveness.

## EDUCATION

School of Visual Arts, New York

MFA Design, Designer as Author + Entrepreneur, 2017

Selected as the Graduate Valedictorian and sole Masters Candidate Representative to speak at Commencement

UCLA Extension, University of California, Los Angeles

Advanced Certificates in Print and Graphic Communication, Web and Interactive Design, and Design Communication Arts, 2015

The Wharton School of Business, University of Pennsylvania, Philadelphia

MBA, Finance, 1998

Columbia College, Columbia University, New York

BA, Astrophysics, Magna Cum Laude, 1993

## RECENT WORK EXPERIENCE

sparks & honey (part of Omnicom Group), New York, NY

**Strategist, 2016**

**Cultural Scout & Trend Spotter, 2016 - present**

Performed qualitative and quantitative research for a variety of global brands including PepsiCo, McDonald's, Humana, and AB InBev. Lead and participated in daily Cultural Briefings. Reported directly to the Head of Strategy.

Milton Glaser, Inc., New York, NY

**Design Intern, 2016**

Collaborated on a book of Glaser's collected works. Archived master works including original illustrations, prints and posters.

Platine Bakery, Culver City, CA

**Business Manager, 2013-2015**

Responsible for the financial operations of a retail bakery which grew to be the sole online supplier for Williams Sonoma's baked goods. Oversaw sales growth of 600% in under 2 years.

Amigos de las Americas, Houston, TX and San Jose, Costa Rica

**Member of International Board of Directors 2008 - 2012**

**Assistant Project Manager, 1993**

MF Global Holdings, New York, NY

**Senior Vice President, Principal Strategies Group, COO and Trading Manager, 2009-2012**

Lead manager of an internal, proprietary trading group that grew to include 12 team members and annual revenue of \$60M. Built a consolidated infrastructure for communication, reporting and risk management. Appointed by the Executive Committee to unwind the Company's \$52BN balance sheet, and the last remaining market professional. Chief of Staff to the CEO.

UBS Securities, Stamford, CT

**Executive Director, Interest Rate Derivatives Trading and Mortgage Strategy, 2004-2009**

Predominant risk manager for the trading desk which achieved a revenue target of \$1BN annually. Spearheaded the operational and technological redesign of the group to compete in the electronic trading market and to align with the regulatory framework.

## SKILLS

Adobe Creative Suite, HTML5/CSS3/JavaScript, Microsoft Office, Prototyping, and Certified Scrum Master.

Lifelong learner and currently obsessed with pop culture, podcasts and the news.