



LAUREN EVE CANTOR

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PROFILE

Multi-disciplinary strategist with a focus on venture design and innovation. Analytical and creative thinker with the ability to quickly synthesize complex information into actionable, compelling insights that connect culture, business goals and consumer values.

Proven track record of building businesses, outperforming revenue targets, managing cross-functional teams, and redesigning existing platforms.

Expertise in design research, storytelling, market analysis, and business model design.

SOFTWARE SKILLS

Adobe Creative Suite
HTML5/CSS3/jQuery
Microsoft Office
Google Suite
Keynote
InVision
Certified Scrum Master

CORE COMPETENCIES

Design Research
Venture Design
Innovation Strategy
Human-Centered Design
User Experience
Product Management
Project Management
Presentation Design
Strategies for Growth & Scale

PERSONAL SKILLS

Creative Thinker
Problem Solver
Decisive
Extremely Organized
Self-Motivated
Detail Oriented
Risk Taker
Strong Communicator
Hybrid Thinker

RELEVANT EXPERIENCE

Strategist, sparks & honey (Omnicom Group) 2016 - present
Synthesized cultural and market signals into compelling market opportunities. Developed actionable content and strategy for brands and product development. Performed competitive analysis, positioning, and ethnographic research for a variety of global brands including PepsiCo, McDonald's, Humana, and 23andMe. Lead newsroom style, daily Cultural Briefings.

Founder, Freelance Design Strategist, Field + Edge 2016 - present
Performed creative consulting for clients such as L'Oréal Research & Innovation and Runyon Design. Delivered fact-driven insights on product innovation and venture design.

Design Assistant, Milton Glaser, Inc. 2016
Collaborated on a book of Glaser's collected works. Archived master works including original illustrations, prints and posters.

Business Manager, Platine Bakery 2013 - 2015
Drove the operational and financial transformation of a retail bakery to be the sole, online supplier for Williams Sonoma's baked goods. Facilitated sales growth of 600% in under two years.

Strategist to the CEO, (SVP) MF Global Holdings 2009 - 2012
Conceptualized, developed and managed a cross-functional team of 12 with an annual revenue of \$60MM. Defined the new organizational structures and business practices for the group. Built a consolidated infrastructure for communication, reporting and risk management. Developed thought leadership in the form of presentations, daily research briefs and compelling, internal content for the CEO, the global management team, and the global salesforce. Continuously managed multiple in-depth projects in stressful environments and on rigid timelines.

Executive Director, UBS Securities 2004 - 2009
Initiated and developed the operational and technological redesign of the group to improve the efficiency and profitability of several trading desks, which achieved a revenue target of \$1BN annually. Structured and executed a variety of complex financial transactions on a daily basis. Combined data and consumer insights to design and produce daily strategy briefs which led to new business opportunities across a variety of products. Product manager for Relative Value Trading.

VOLUNTEER EXPERIENCE

International Board of Directors, Amigos de las Americas 2008 - 2012
Guided the modernization of key financial and operational areas of the global non-profit. Implemented and developed the business plan for community service and public health projects within remote locations of Latin America.

EDUCATION

School of Visual Arts, New York, MFA Design, Designer as Author + Entrepreneur
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

The Wharton School of Business, University of Pennsylvania, Philadelphia, MBA, Finance
Columbia College, Columbia University, New York, BA, Astrophysics, *magna cum laude*