

LAUREN EVE CANTOR

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PROFILE

Experienced management professional with expertise in financial services, market research, operations, project management 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, market analysis, and business model design.

SOFTWARE SKILLS

Adobe Creative Suite
Illustrator/InDesign/Photoshop
HTML5/CSS3/jQuery
Microsoft Excel/Powerpoint
Google Suite
Keynote
Certified Scrum Master

CORE COMPETENCIES

Innovation Strategy
Design Research
Business Model Design
Human-Centered Design
Prototyping
Financial Modeling
Product Management
Project Management

PERSONAL SKILLS

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

RELEVANT EXPERIENCE

Freelance Business Strategist and Designer, Field + Edge 2013 - present
Completed consulting projects with a focus on market research and venture design. Delivered comprehensive reports and fact-driven insights on product innovation, market trends and customer profiles. Clients include L'Oréal Research & Innovation and Section4.

Graduate Faculty, School of Visual Arts 2020 - present
Created and taught a seminar to the graduate design program on business for designers.

Product Manager, Content Studio, Strategyzer (Freelance) 2018 - 2019
Created business model design tools and editorial content focused on enterprise innovation, business transformation and creating value at scale. Designed and implemented the product marketing roadmap across a variety of channels. Facilitated workshops for enterprise clients. Certified and trained as an Innovation Coach. Collaborated on the Strategyzer Book Series including *Testing Business Ideas* and *The Invincible Company*.

Strategist, sparks & honey (Omnicom Group) 2016 - 2018
Developed actionable content and strategy based on trends, market research and futurecasting 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.

Strategist to the CEO, Chief Operating Officer of PSG, 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 sales force. 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.

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.

Wharton Club of Southern California 2020 - present
Vice President of Operations

EDUCATION

School of Visual Arts, New York, MFA Design, Designer as Author + Entrepreneur
Selected as the Graduate Valedictorian. Design Assistant to Milton Glaser

The Wharton School of Business, University of Pennsylvania, Philadelphia, MBA, Finance

Columbia College, Columbia University, New York, BA, Astrophysics, *magna cum laude*

UCLA Extension, University of California, Los Angeles

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