

Susanne Goldstein

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Summary

Highly motivated, entrepreneurial self-starter with 16 successful years in for-profit and non-profit consulting in strategic planning, start-ups, product development, social enterprise development and innovation. Excellent strategic, managerial, product/program design and communications skills.

Consulting Objectives

- To connect with individuals and organizations that are interested in promoting socially responsible leadership, innovation and entrepreneurship through projects, outreach, organizational philosophy, training and cross-sector collaboration.
- To partner with individuals, organizations, institutions and foundations that practice social responsibility, and whose mission is directed toward strengthening society
- To interact as a highly engaged consultant, augmenting executive teams, filling internal gaps in developing organizations and working with in-house teams to identify and solve problems, and define, implement and achieve success.
- To provide strategic thinking, business model innovation, organizational planning, capacity building and marketing & communications expertise (especially as related to the Internet).

Consulting Practice Areas: For-profit, non-profit, social enterprise, cross-sector collaboration

Strategic Consulting

- Planning/startup
- Conceptualization & framing
- Business model innovation & sustainable funding
- Goal setting, requirements development
- Marketing/direct marketing
- Brand building/PR
- Capacity building

Organizational and Implementation Consulting

- Operations, internal process and procedure development
- Documentation and data collection
- User interface design, information architecture
- Product design and development (Web)
- Negotiation & facilitation
- Copywriting/communication & presentation development
- Training, lecturing, teaching

Education

Harvard University, John F. Kennedy School of Government

M.P.A. (Master of Public Administration)
Concentration in social enterprise, leadership and corporate social responsibility

Cornell University Dual Degree Program

B.S. Mechanical Engineering
A.B. Theatre, Film and Communication

Interaction Institute for Social Change

Facilitative Leadership Training

Experience (Partial List):

Harbinger Partners

Strategic Framing
Business Model Innovation
Presentation Development

Led effort in the creative re-framing of HP's service offering, developing a new business model that replaces grant-based funding with a fee-for-service funding model. 10/2005-present

Zimbio

Product Development
User Interface/Experience Design

Created the user experience for this information "people's portal". Use Web 2.0 technologies including group blogs and wikis to enable communities to build best of breed channels around a topic. 9/2005-present

<p>Museum of Science Boston Strategic Planning Program Development</p>	<p>Working with outreach team to analyze and recommend how to best bring science, technology and engineering to kids K-12, particularly in the out-of-school timeframe. 9/2005-present</p>
<p>Founder, Social Enterprise in Action (SEIA) Kennedy School of Government</p>	<p>Founder of student organization that brought awareness and skills workshops about socially responsible leadership and entrepreneurship to KSG. Our "proving the demand" study lead, in part, to the \$2 million Reynolds Social Enterprise Fellows. 8/2003-present</p>
<p>Author, "For-Profits with a Heart, Non-profits with a Head"</p>	<p>An independent reading and research project conducted while at the KSG outlining some innovative ways that public-private-non-profit partnerships can affect society in a positive way. 5/2004</p>
<p>Guest Lecturer: Start-up 101, Kennedy School of Government</p>	<p>Devised and presented this workshop on entrepreneurship and innovation within existing or new organizations across all three sectors. 4/2004 and 9/2004</p>
<p>Co-Author, "Defending CSR: Justifications & Responsibilities" Harvard Business School</p>	<p>Paper focusing on corporate social responsibility that presents a model that enables organizations to evaluate their efforts and measure them against their current perceptions. Outcomes help managers better defend their CSR activities to their Board and shareholders. 12/2003</p>
<p>OnRequest Images Inc. VP Marketing VP Product & Process Management User Interface Design</p>	<p>Early contributor to this patent-pending business model that is a hybrid between custom and stock photography. Responsible for product design and conception, marketing activities, lead generation, product development. 2002 – 2004</p>
<p>MAT (Motivational Achievements Together) Volunteer Program Associate</p>	<p>Represented Social Venture Partners in the development of this after-school program for children at three low income housing facilities. Worked directly with youth on everything from homework assistance to critical thinking skills, from art activities to youth volunteerism. Worked with staff to strategize program goals, measure outcomes, develop volunteers, and create marketing materials. 2002 – 2004</p>
<p>Graduate School Lecturer, Academy of Art College</p>	<p>Developed and taught a course for graduate M.F.A. students about interactive product design and development methodologies. The practical, hands-on course was based on the realistic challenges and issues involved with product development. 2002</p>
<p>Williams-Sonoma Inc. Corporate Strategy User Testing, Design</p>	<p>Developed cross-brand and cross-channel product design strategies to bring a more consistent to user experience to the Pottery Barn and Pottery Barn Kids online brands, building long-term customer loyalty. Supervised user testing for the online gift registries against the competitive landscape. 2002</p>
<p>SVP (Social Venture Partners) Bay Area Founding Partner</p>	<p>Founding partner in SVP Bay Area, a venture philanthropy organization. Worked on investment strategy, web site development and collaborated on a youth-oriented arts festival. As a founding partner, committed time, money, and expertise to helping create better outcomes for youth. 2000-2003</p>

Women.com Networks
Corporate Strategy
Org. Change Management
Experience Design

Led strategy for migrating Women.com's six disparate web properties into a single channel-based model. Facilitated a corporate re-organization to better support the new model. 1998-2000

Miller/Huber Relationship Marketing,
Vice President, Interactive Business/Corporate Planning
Account Management

Created and implemented methodologies, hired and managed a staff of 15, and created successful Direct Marketing campaigns for Levi's, Cisco Systems, Netscape, Oracle, Sun, and Robert Mondavi Winery. 1997-1998

Microsoft Personal & Business Systems Division
Corporate Web Strategy
Evaluation

Hired to help plan their product development strategies for fiscal years 1997 and 1998. Focused on how to grow internal organization in order to support the expanding needs of the microsoft.com/windows websites. 1997

Microsoft/Iconic
Product Conception
Product Strategy
Experience Design

Brought in to design a series of websites for the entire Windows family of products. As follow-on work, conceived of and implemented a redesign of the Microsoft.com homepage employing the "webzine" model that is still in use today. Worked on location in Redmond, WA. 1996-1997

Knowledge Exchange
(now Knowledge Universe)
Product Design & Strategy

Hired to help Michael Milken build an interactive media organization focused on bringing interactive media into the classroom including a series of CD-ROM-based interactive case studies for business schools. 1994-1995

Time-Warner/Silicon Graphics/ AND Interactive
Experience Design
Copywriting

Hired to design the user interaction and write help and training manuals for Time-Warner's interactive TV trial, The Orlando Project. 1994

My Friends' Place
Volunteer Coordinator

Coordinated volunteers for our Friday Night Bag Lunch Program, where we delivered food, clothes and counseling to homeless teens in Hollywood. 1990-1995

The Fountainhead Theatre Company
Producer
Publicist

Managed all components of operating a non-profit theatre including play production, casting, rehearsing, budgeting, advertising, public relations and patron development. 1990-1994

Various Film Studios
Associate Producer
Screenwriter
Asst. to Director Thom Eberhardt
Asst. to Director, John Schlesinger

"Captain Ron" Touchstone Pictures
"Honey, I Blew Up the Kid," Touchstone Pictures
"Parker Lewis Can't Lose," Pilot, Fox TV/Columbia TV
"Gross Anatomy," Touchstone Pictures
"Madame Sousatzka" Cineplex-Odeon
1987-1992

Additional clients include: Bell Atlantic, Standard & Poor's, Evite, EGreetings, Logictier, OpenTable, EventSource