

MICHAEL W. MEYER

mwmeyer@ucsd.edu | 781.248.7550 | August 2017

academic

- 2017-current **RADY SCHOOL OF MANAGEMENT, UNIVERSITY OF CALIFORNIA, SAN DIEGO** **San Diego, CA**
THE DESIGN LAB, UNIVERSITY OF CALIFORNIA, SAN DIEGO
Assistant Teaching Professor of Design
- 2015-2017 **THE DESIGN LAB, UNIVERSITY OF CALIFORNIA, SAN DIEGO** **San Diego, CA**
Lecturer, Core Faculty
Work with Don Norman and two ladder-rank faculty to craft the vision, build, and grow the University's new cross-campus initiative to bring design-thinking and design-making to students and faculty. Serve as Chair of the new Undergraduate Design Minor, refining and teaching DSGN1: *The Design of Everyday Things*, the University's first integrated design course.
Work with corporate sponsors to envision and fund the SAP Executive Education Program for Design in Business, guiding content creation in collaboration with other ladder-rank and adjunct faculty, as Faculty Lead. As Design Lead for Gates Foundation KidPrint, facilitate the collaboration of a highly diverse team of scientists, engineers, and students, and contribute hands-on design work, for a \$2.5 million grant project to improve infant vaccination reach and effectiveness in under-served regions of the world.
- 2006-2017 **RADY SCHOOL OF MANAGEMENT, UNIVERSITY OF CALIFORNIA, SAN DIEGO** **San Diego, CA**
Lecturer
As adjunct faculty, in parallel with full-time work elsewhere, developed and currently teach "New Product Development" in the MBA curriculum, presenting a process of research, synthesis and creativity that managers can use to guide their teams, and dealing with issues such as opportunity-finding and product planning in the context of and as an input to a larger corporate strategy, framing new technologies to users, revitalizing stale product lines, and leading creative teams. From alumni feedback, one of the more popular and immediately useful courses in the school, largely from its hands-on, real-world focus, taught from the perspective of a current, practicing executive.
In collaboration with ladder-rank faculty, revise and teach the three quarter Lab to Market capstone series, to incorporate current methods and practice in design-thinking and design-making.
- 2004 **DARDEN GRADUATE SCHOOL OF BUSINESS, UNIVERSITY OF VIRGINIA** **Charlottesville, VA**
Batten Fellow
Developed and taught "Managing the Early Stage Innovation Process." The Batten Fellowship brings leaders on the cutting edge of business practice into the academic environment, collaborating with faculty to enrich Darden's research and teaching, and to lend academic rigor to the practitioner's own work.
- professional**
- 2014-present **ANALOGUE** **San Francisco, CA**
Managing Director
Guide operating companies in building their design capabilities, and in using this as a competitive advantage. Guide design firms to realize their fullest potential as businesses, to support greater creative excellence. Led the acquisition of Bridge Design by Ximedica, to create a global research-design-engineering offering.
- 2014 **METHOD** **San Francisco, CA**
Special Advisor to the CEO
Advise the Board and CEO on how best to integrate the firm's design expertise with the digital development expertise of its new acquirer, and how best to position and structure its work and creative teams to carry the iconic design firm forward into the leading edge of Experience Design.
- 2012-2013 **ESSENTIAL** **San Francisco, CA**
Partner
Recruited specifically to lead and manage the creation of the firm's UX and Digital design practices. Built and led teams to design and develop fully integrated physical / digital products, including the firm's first iOS app, first web app, and completely new FDA-approved medical telepresence robot interaction design.

Develop and express thought leadership through publications such as Fast Company, speaking appearances such as TEDx and SXSW, and various social media.

- 2008-2011 **ADAPTIVE PATH** **San Francisco, CA | Austin, TX | Amsterdam, NL**
Chief Executive Officer, Member of the Board of Directors
Lead and manage a consultancy that helps organizations develop product concepts through Experience Strategy, and deliver on those concepts through Experience Design. Responsible for 50 creative and support staff in three studios, with three distinct lines of business and operations in North America and Europe. Led the company through the recent recession without layoffs, instead uncovering and pursuing advantages offered by the changing economy, growing revenues from \$6 million to \$10 million. Opened the company's first studio outside the United States, establishing it as a Dutch corporation built organically, self-sufficient and profitable from day one. Led structural and cultural changes for ongoing professionalization of operations and management.
- 2007-2008 **FROG DESIGN** **San Francisco, CA**
General Manager
Responsible for frog design in California. Lead and manage a studio of 96 creative staff, prototyping facility, and corporate headquarters of 25, with P&L responsibility for a \$28 million business unit. Oversee all aspects of Physical and Digital product development, including sales, project planning, quality of deliverable, client performance, and team satisfaction. Justified, planned, and executed the unification of the San Francisco and Palo Alto studios, with subsequent buildout and move to new studio space.
- 2004-2007 **YOKE** **San Diego, CA**
Principal
Boutique consultancy focusing on product/service strategy and the conceptual design of new offerings.
- 1998-2004 **IDEO PRODUCT DEVELOPMENT** **Boston, MA**
Practice Lead, Product Strategy, IDEO Boston
Responsible for creating and growing the office's product strategy practice. General Manager of the New York satellite office, with P&L responsibility for a \$2.5 million business unit and staff of 12. Project leader, strategist, creative content contributor and qualitative field researcher.

creative @ IDEO

- Led cross-functional, integrated development teams for new products ranging from aircraft cockpit and service equipment, to consumer electronics, home furnishings, packaged goods and websites. Actively guided and contributed to research, analysis, opportunity finding, concept generation and visualization. Presented to all levels in the client organization, and mentored junior staff.
- Integrated client needs analysis and product strategy methodologies into the firm's existing user-centered product development approach, sustaining a differentiation of services and industry-leader position.
- Established and serviced a diverse and demanding client base, from blue-chips like M&M/Mars, Bose, Merck, ExxonMobil and BMW, startups like egg and Eclipse Aviation, to mid-market companies like Leviton, Corning, Jeppesen, Denon, Coleman Powermate, and Boston Beer (Sam Adams).

management @ IDEO

- Developed and refined team practices for both sale and conduct of the new product strategy services. Pitched, negotiated, and closed contracts for these projects. Identified, hired and trained personnel for the new practice, drawing upon internal and external talent pools.
- Grew the new practice area from zero to nearly \$2 million annual sales, and met 2004 fiscal year revenue targets in first six months of the year.
- Took charge of New York operations, grew from a single-client support site to a free-standing office, moving into permanent facilities, expanding to multiple-client operations and hiring permanent staff, while maintaining record margins.
- Led the company-side team for selloff of the New York operation in a \$1 million deal.
- Negotiated this office's first design-for-equity deal and served on the resulting project team.
- Constructed internal resource management and business development tracking systems to accommodate rapid client and staff growth.

1988-1996 LIEUTENANT, UNITED STATES NAVY

1993-1996 RADIO COMMUNICATIONS SQUADRON Naples, Italy
Commander

Managed a multi-national telecommunications facility valued at \$45 million. Led 60 technicians and a managerial staff of five. Directed operations and maintenance for two communications bases.

- Revitalized a \$10 million radio equipment capital investment project at two remote bases. Negotiated resolutions to delays with Ministry of Defense and civilian contractor representatives, largely in Italian.
- Saved \$1 million through rigorous management of supplier relationships. Supervised technical acceptance testing and specified rework requirements.
- In a cross-functional working group, analyzed emerging requirements to support NATO peacekeepers in Bosnia. Drafted and implemented plans to radically expand operations and traffic capacity.

1990-1993 USS CALIFORNIA (CGN-36) Bremerton, WA
Operations Planner

- Planned and coordinated for the ship's initial sea trials, including missile, radar, and tactical computer evaluations. Arranged support services from other ships, aircraft, and engineering firms.

Engineering Duty Officer and Joint Test Group Member

- Led 75 technicians and engineers in construction and testing of two refurbished nuclear reactors.
- Served as Captain's representative to regulatory agencies. Negotiated resolutions to unexpected delays. Advised senior management on procedural and technical acceptability of production proposals.

Auxiliaries Division Officer

- Led a 22 man division that operated and maintained shipwide life support systems.

1988 LOS ALAMOS NATIONAL LABORATORIES Los Alamos, NM
Laboratory Intern

- Constructed computer models of a "Star Wars" particle beam for a spacecraft test platform.
- Evaluated beamline diagnostics equipment and fit experimental data to projected performance.

education

1996-1998 HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION Boston, MA
Master in Business Administration. Member of Technology Management and European clubs.

1989-1990 US NAVY NUCLEAR POWER SCHOOL Orlando, FL
Graduate level training in nuclear powerplant engineering. Graduated top 10 percent of class.

1984-1988 UNIVERSITY OF CALIFORNIA, BERKELEY Berkeley, CA
Bachelor of Arts in Physics, with distinction. Awarded Naval ROTC academic scholarship.

publications

What A Toaster Teaches You About The Future Of User Interfaces, Fast Company

Who Do I Listen To? The Role of the Customer in Product Evolution, with Kamalini Ramdas and Taylor Randall, January 2007, Handbook of New Product Development Research, C. H. Loch and S. Kavadias (editors)

speaking

The Joy of Analog, TEDx UCSD 2013, San Diego, CA

Telepresence Design Revolution, SXSW Interactive 2013, Austin, TX

Designing for the First, Second, and Third World, TEDx Presidio 2012, San Francisco, CA

Design Imperatives from the Roman Empire to the NASA Space Program and Beyond, Interaction 11 – IXDA Annual Conference, Boulder, CO

Opening Keynote Address, The Web and Beyond 2010 – CHI Netherlands Annual Conference, Amsterdam, NL

The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion: John Seely Brown & John Hagel in conversation with Michael Meyer, The Commonwealth Club, San Francisco, CA

Design Imperatives from the Roman Empire to the NASA Space Program and Beyond, The Commonwealth Club, San Francisco, CA

Teaching Interdisciplinary Courses in Product Design and Development, INFORMS 2009, San Diego, CA

patents	7,244,891 and 7,282,642	Shaped wall plate for wiring device
	7,456,360	Electrical receptacle assembly having a clip
	D529,787 and nine related design patents	Wall plate opening adapter

awards	2007 Business Week / IDSA Gold – Cockpit, Cabin and Option Packages Research for Eclipse 500 Very Light Jet	
	2007 Business Week / IDSA Gold – Cockpit Interaction for Eclipse 500 Very Light Jet	
	2007 Business Week / IDSA Silver – Eclipse 500 Very Light Jet	
	2005 Business Week / IDSA Silver – Leviton Acenti	

personal	Enjoy traveling for business or pleasure. Was fluent, now rusty Italian, some knowledge of French and Russian. Commercial multiengine pilot (private pilot seaplane and glider), with a fondness for open-cockpit biplanes.
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