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## PROFESSIONAL OBJECTIVE

Advance a leadership position at a forward focused organization leading multidisciplinary teams through a design thinking based innovation process to continuously generate creative and desirable user experiences and new business opportunities, resulting in remarkable business value for the enterprise.

## CORE COMPETENCIES

Rapid Ideation & Prototyping  
Product Strategy & Invention  
User Insight Generation

Business Case Development  
Design Thinking / Innovation  
Business / Client Development

Fostering Collaboration  
Inspiring Performance  
Solving Tough Problems

## PROFESSIONAL EXPERIENCE

**InVue Security Products** – Charlotte, NC | 2010-Present (<http://www.invuesecurity.com>)

### **Director of Product Marketing - Secure Fixtures**

Responsible for the P&L of one of the company's three global retail security (“Loss Prevention”) product categories. Focused on overall business strategy & growth, global market & competitive analysis, customer/user needs assessment, business case development, product concept ideation/invention/definition & positioning, and go-to-market strategy. Continuously invent and manage an aggressively balanced portfolio of revolutionary, evolutionary and incremental product innovations to enable the company to achieve a minimum 20% annual year over year growth goal. Work closely with global sales, industrial design, engineering product development, manufacturing, logistics and marketing/communications teams to convert stakeholder insight into optimized market realities.

#### **Key Achievements:**

- Invented “**category doubling**” innovative product system on second day of job, built several iterations of functional prototypes within weeks and received “greenlight” on business case to move forward with funded development for launch within first **30 days** on the job.
- Invented **two** new **enterprise level** product concepts, built several iterations of functional prototypes, developed enterprise strategy and multi-year product roadmap, and received “greenlight” on business case to move forward with funded development for launch within first **90 days** on the job.

**Bank of America** – Charlotte, NC | 2008-2010 ([www.bankofamerica.com](http://www.bankofamerica.com))

**VP, Associate Engagement Manager, Client Delivery & Service**

Enable 3500+ global associates to become active “co-authors” of continual change versus passive participants in support of a multi-year organizational journey of process, technology, and business practice transformation. Create tools to allow associates across geographies and organizational lines to collaborate more effectively and experiment to invent solutions to their own and client-facing challenges. Invent, propose, design, build, launch & manage various programs, channels and initiatives to drive overall and targeted business performance through “Associate Engagement.”

**Key Achievements:**

- Created custom no-cost online recognition & reward and associate knowledge sharing tools to enable business to capture **seven digit annualized cost savings with zero technology investment** while still improving the client and associate experience.
- Created no-cost SharePoint-based “**Associate Recognition Tool**” for 13k users, enabling the creation, sending, tracking and full reporting of ~2000 intra-LOB (Line of Business) Recognition Cards per month between teammates and business partners.
- Created “**Cloning Toolkit**” to enable other LOBs across enterprise to replicate Best Practice Associate Recognition Tool from scratch in under 60 minutes; supporting additional 40k users
- Pioneered and developed low-cost method of global acquisition of remote audio/video footage using FlipVideo Cameras to pair with existing enterprise VoD (Video on Demand) channel for global distribution of “**By Associates, For Associates**” video programming to accelerate associate adoption of major change initiatives.

**Bank of America** – Charlotte, NC | 2007-2008 ([www.bankofamerica.com](http://www.bankofamerica.com))

**VP, Change Consultant, Client Delivery & Service, Project tbd (transformation by design)**

Applied design thinking principles to define, develop and lead a cross-functional initiative dubbed Project tbd (transformation by design). Project tbd was concerned with reinventing the treasury product fulfillment experience for commercial and large corporate clients. Trained fellow teammates and employed design research methods such as in-context video interviews/observations of external clients and internal associates (logging 200+ hours of footage), storyboard creation of field visits, and insight synthesis. Built a collaborative team space dubbed the “Design Studio” to house core team members, facilitate weekly field visit planning/debriefing sessions, conduct brainstorming and rapid prototyping workshops, and share interactive presentations with executives and key stakeholders.

**Key Achievements:**

- Awarded Bank of America’s 3Q 2008 **World Class Customer Experience Award** for the creation of “**Live Training Workshops**,” a method for facilitating client onboarding of technology-based treasury management products and services creating operational capacity, accelerating time to revenue, while improving the client and associate experience.
- Spread awareness of design thinking and innovation practices across enterprise by hosting 20+ executive sharing sessions, inspiring the creation of a similar program titled the “**Consumer Banking Design**” initiative.
- Discovered key client insights that led to the creation of a new consultative market offering called “**Partner Solutions**” where Bank of America leverages its expertise in process design & Six Sigma acumen to assess the end to end treasury management operations of its clients and proposes customized and holistic solutions spanning process, technology and product changes.

**IDEO** – Palo Alto, CA | 1996-2006 ([www.ideo.com](http://www.ideo.com))

**Zero20 Practice Lead**

Co-Founder and Director of one of IDEO's eight Practices (Business Units). IDEO is an international firm that helps organizations innovate through design thinking. The Zero20 Practice focuses on inventing and designing products and experiences for youth. Responsible for business development and internal program management of all youth related projects within the firm for such clients as Procter & Gamble, Electronic Arts, and LeapFrog. Also responsible for directing a multidisciplinary team of designers, engineers, artists, writers, model-makers and technologists to speculatively invent, develop, pitch and license award winning toy, game & juvenile product concepts to companies such as Mattel, Hasbro, Fisher-Price, Cranium, Pressman Toy, and Klutz Press; resulting in over 125 new product entries to market. As a thought leader and practitioner of innovation, responsible for designing and facilitating innovation workshops to train leaders of such companies as the aforementioned, Cargill, General Mills, Kendall-Jackson Wines, Wells Fargo, Kraft Foods and others. The Zero20 Practice has been a consistent top performer in terms of IDEO's "Four C's": Content, Culture, Client & Commerce.

**Key Achievements:**

- Content: Received Mattel's "**2005 Inventor Toy of the Year Award**" for the Fisher-Price Jumperoo (self-supporting baby jumper).
- Culture: Developed an internal program called "**White Space Invaders**" to convert occasional designer down time around the firm into additional Zero20 speculative invention resources.
- Client: Developed "**Co-Invention**" business models that leverage the best aspects of "fee for hire" and "royalty-based" invention programs, creating better content and increased revenues through enhanced relationships and radical collaboration.
- Commerce: Grew Zero20's annual revenue from \$1.5MM to over \$4MM in last four years

**Peach Design LLC** - Cornelius, NC | 2002 – 2007

**Co-Founder/Owner**

Co-Founder of husband and wife run custom designed stationery business (formerly Grant Design Studio). Peach Design specializes in custom designed invitations, announcements and stationery for all occasions. Responsible for helping to create overall company strategy, developing printing/production capabilities and establishing vendor relationships. Researched and acquired over two tons of vintage letterpress printing equipment and self-learned how to operate, maintain, and teach use of equipment.

**Key Achievements:**

- Created a profitable business within the first two years of operation

**Stanford University** – Stanford, CA | 1999-2006 ([me.stanford.edu/groups/design](http://me.stanford.edu/groups/design))

**Instructor and Guest Lecturer**

Instructor and Guest Lecturer for various design and engineering courses for undergraduate and graduate students including ME216b "Advanced Product Design." A pioneer in the use and popularity of digital video production techniques within the Design Division.

**Key Achievements:**

- Authored the student-favorite interactive lecture titled "**Video for Product Designers**"

**NASA Gravity Probe-B Project** – Stanford, CA | 1995-1997 ([einstein.stanford.edu](http://einstein.stanford.edu))

Student Mechanical Design Engineer

Using Pro/Engineer solid-modeling software, responsible for designing and building ultra precise flight hardware for an experiment that will test Einstein's theory of relativity. Leveraged multiple on-campus machine shops to quickly hand build prototypes that could be used to test assembly procedures prior to commissioning the fabrication of final parts through specialty machine shops. The GP-B satellite was launched into space on April 20, 2004.

**Key Achievements:**

- Introduced and developed an iterative low-resolution rapid prototyping stage leveraging in-house shop capabilities that optimized the design process of complex parts and assembly procedures.

EDUCATION

**Stanford University** – Stanford, CA | 1993-1998 ([www.stanford.edu](http://www.stanford.edu))

**BS Engineering – Product Design**

**Key Achievements:**

- Awarded “**Chilton Memorial Prize for Excellence in Product Design**” for senior thesis project
- 4x Varsity Wrestling Award winner, NCAA qualifier and voted **Team Captain** by team mates
- Created an official class in the department of Mechanical Engineering and instructed fellow undergraduate students in introductory level Pro/Engineer 3D modeling software

REFERENCES

A sample of professional and personal endorsements is located at:

[www.jeffgrantinnovation.com/endorsements](http://www.jeffgrantinnovation.com/endorsements)

Additional references are available upon request.