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MARGARET HARTWELL

PROFILE

Leading from behind, I support CEOs, teams, and emerging leaders to manifest purpose-driven change. With 14 years of coaching experience, and over 20 years in business working at the intersection of design, brand & culture, and technology, I help co-create the narratives that make the future real.

Using a transformational approach, I employ skills and best practices from a range of disciplines — transpersonal psychology, archetypes, sustainable management, and design thinking — to catalyze positive change.

DEMONSTRATED COMPETENCIES

Evolving an Innovation Culture // Organization, Team & Leadership Development // Executive Coaching
Brand/Culture Strategy & Alignment // Internal & External Communications // Executive Coaching // Presentation Design // Workshop Facilitation // Systems-EQ-Design Thinking // Motivation & Decision-making // Mental Models Education & Training // Appreciative Inquiry // User Research // Customer Experience // Sustainability Best Practices
Corporate Social Responsibility (CSR) // Lifecycle Assessment (LCA) // Product & Service Design

EDUCATION

- Presidio Graduate School, San Francisco, CA. *MBA, Sustainable Management*
- Institute of Transpersonal Psychology, Palo Alto, CA. *Advanced Coaching Certification*
- University of California, Berkeley. *Bachelor of Arts*
- Richmond College, London, UK. *Advanced Actor's Programme*

AUTHOR

Archetypes in Branding: A Toolkit for Creatives and Strategists

CAREER HIGHLIGHTS

Archetype IQ 2012-present

BRAND STRATEGIST + FACILITATOR + BUSINESS COACH

Brand, innovation and sustainability consultant and facilitator for international client base. Senior advisor on enterprise-wide initiatives focused on critical business outcomes, creation of new products and services, and removal of obstacles. Design and implementation of human-centered strategies and experiences that promote long-term, mutually beneficial, and purpose-driven accountability between business and stakeholders. Introduction of frameworks and methodologies to reframe narratives, unearth new insights, and create value. **Sectors:** wellness, manufacturing, sports, technology, and education.

livework coaching collective..... 2007-present

FOUNDER, BUSINESS & INNOVATION COACH

International executive, creativity, and life coaching collective providing integrated support for transitions, development, and transformations. I serve as a trusted advisor, thinking partner, catalyst and guide. **Sectors:** Healthcare, Arts & Entertainment, Media, Higher Education, Technology, Energy, Social Change. **Issues:** burnout, conflict, resistance, disenfranchisement, confidence, commitment, and relationships.

Cognition Studio, Auckland, NZ 2017- 2018

CO-FOUNDER, INNOVATION DIRECTOR

Design Thinking + CX + Agile. Reimagine. Redefine. Rewrite.

Funded as an innovation start-up by Certus Solution, I led a team of strategists, designers and technologists dedicated to applying design thinking to realise the potential of digital, cognitive, and mobile solutions. NZ\$900k turnover in first year. Responsible for creating and leading the innovation, design thinking, UX strategy and UI design practices, I developed a hybrid agile and design thinking delivery model and toolkit. Facilitated experiences to co-create the future – aka workshops – designed to reveal and release the wisdom and innovation within organizations or teams. Sectors: Financial Services, Government and Public Services (including Healthcare), Utilities (including Telco).

Aamplify, Auckland, NZ 2015-2016
CLIENT PARTNER
 Development and delivery of services for brand archetype workshops, demand generation and content marketing strategy for select technology, software and professional services brands in the United States and New Zealand. Archetypal brand positioning increased sales by 40%

Saatchi & Saatchi S, San Francisco, CA 2011
SENIOR STRATEGIST
 Sustainability initiatives realized client ROI in NPS, intangible brand valuation, reduced employee turnover, and easy efficiency plays saving between 15-30% Multiple contract roles: strategy, research, development, communications, and implementation for the creation of external activation initiatives in sustainability, CSR, and brand for Fortune 500 clients.

California College of the Arts, San Francisco, CA 2012-2014
ADJUNCT FACULTY & GUEST SPEAKER
 Curriculum development and lead instructor for Live Exchange in the Design Strategy MBA: effective communication, design thinking, collaboration, and presentation skills. Guest lectures: Building Effective Teams and Conflict resolution.

Presidio Graduate School MBA, San Francisco, CA 2008-2011
 The values-driven Graduate School conferring MBA & MPA degree programs that integrate social justice, environmental responsibility, and systems thinking.

Consulting:

- Rentcycle (Getable): Culture Assessment
- Mission Markets: Impact Investing Ratings Analysis
- Kinnexus: Scenario planning and strategic review for a coordinated care software system for senior citizens
- In-Power Solar: Financial analysis & feasibility of California-based utility-scale solar farm installation
- Tribe25: Product & digital development for online healthy weight-loss game
- Amada Group: Brand & marketing for investment manager

Projects:

- OccupyYourWallet: Non-profit venture creation, digital corporate disclosure and purchasing information tool
- Levi Strauss & Co.: GRI report
- Monsanto Marketing Case Study
- Ecotourism Industry: Porter Five Forces Analysis and Stakeholder Assessment
- Weyerhaeuser: Global Reporting Initiative evaluation
- Editorial Lead: Presidio Buzz hosted by Triple Pundit

Stanford Lively Arts, Stanford, CA 2006
DIRECTOR OF MARKETING AND COMMUNICATIONS - maternity cover
 Directed and executed comprehensive marketing and public relations plans to generate sales and promote performances, programs, and artistic vision for the 06-07 season. Led team of direct staff reports, as well as a resource base of independent contractors and consultants, in support of achieving organizational objectives. Initiated sustainability policy for printed collateral.

Design Council, London, UK 2004-2005
HEAD OF MARKETING
 Directed strategic, targeted and creative communications solutions across the Design Council. Gained agreement for, and oversaw the implementation of, integrated activity that creatively promoted the work. Managed budget of £500k (\$950k). Turned around disenfranchised team of ten to fulfill a broad skill set for the organization including: events, film, writing, production, direct marketing and digital communications, studio, PR. Campaign work in Learning Environments, Design Skills Education, Technology, Manufacturing, Design Knowledge and Health.

The London Design Festival Ltd., London, UK 2003-2004
BUSINESS DEVELOPMENT DIRECTOR
 Developed sponsorship program, content direction, and brand strategy for The London Design Festival and The World Creative Forum. Additional contributions in research, trends, relationship and event management with sponsors, participants, keynotes.

Olivier Mythodrama, London, UK 2002-2003
DIRECTOR OF MARKETING
 Re-defined the brand and evolved the corporate identity in arts-based leadership development consultancy across multiple channels: advertising, collateral, web, film. Vertical integration of brand through strategic collaborations, PR, event management, internal and legal policy. Tripled organizational growth by establishing a training delivery program and repositioning the brand to be less reliant on the founder.

Suissa Miller Advertising, Los Angeles, CA 1993-2002
VICE PRESIDENT, CREATIVE DIRECTOR (1999-2002)
 Responsible for direction and management of every aspect of the creative department in a \$260 million multi-national advertising and communications agency including: standards of creative product; creative direction; client and public interface; policies and procedures; profit generation/maximization; recruitment and maintenance of staff of 40 in five departments: IT, traffic, print

production, studio and retouching, and creative; new business research and presentation; annual client and staff appreciation events; summer internship program; awards submissions; portfolio review; equipment and supply budgeting & purchasing. Highlights: Integral to growth of company from \$30 million to \$260 million over tenure, ultimately resulting in the sale of the agency to Interpublic Group (IPG) in 1997. Clients include: Collegeclub.com, Acura, Beech-Nut Babyfood, Partnership for a Drugfree America, Princess Cruises, Skytel, AAA, HomeBase, Weingart Centre for the Homeless, Micrographx, UCLA/SM Medical Center, Venice Family Clinic, TreePeople.

ART DIRECTOR/DESIGNER (1997-1999)

Recognized for visual creativity and literacy. Promoted to one of five-person pitch team winning the \$125 million Acura account. Concept and fulfillment of strategic advertising briefs for print, web, direct mail, TV.

STUDIO MANAGER and IT DIRECTOR (1993-1997)

Managed print production studio – mechanical preparation, traffic workflow, production pre-flight. Purchasing, maintenance, instruction and functioning of network hardware and systems within rigid budgetary constraints. Established office-wide Apple network-hardware and software. Converted traditional studio to digital environment.

SPEAKING HIGHLIGHTS

Cultivating Creative Courage at the Heart of Business October 2019
Charge Energy Branding Conference: Reykjavik, Iceland

Embracing Design Thinking – Perspectives on Making Meaningful Change June 2017
Accelerate 4-Event Series: Sydney and Melbourne, Australia + Wellington and Auckland, New Zealand

TRANSFORM YOUR BUSINESS AND YOUR BRAND: Insights from design thinking and data science
Co-presenter James Hartwright, Certus Solutions

DESIGN THINKING TASTER WORKSHOPS

Series of two-hour workshops giving participants a mini-experience of what a design-thinking approach might do for their business. Special guest, David Gram, former Head of Future Lab at LEGO.

Brand Mindfulness: An Everyday Practice for Marketing with Meaning May 2017

Brand Folder Webinar: How can we keep meaning at the center of our strategic brand work?
Discover new frameworks for the brand-stakeholder relationship along with models and tools to help marketers meet the challenges of their roles. Co-presenter: Elizabeth Ellis, Director of Brand Copy, Craftsyt.

California College of the Arts, San Francisco, CA 2011-14

- Building Effective Teams-Seminars for MA Curatorial Practice
- Conflict. Debriefing for DMBA Leadership Class
Applying insights from the Thomas-Kilmann conflict mode instrument
- Brand Strategy: Applying an Archetypal Lens

Using Archetypes to Unleash Brand Purpose and Spark Innovation, Engagement, and Impact JUN 2014

Brand Hackathon at Sustainable Brands 2014, San Diego, CA. Co-Presenter: Raphael Bemporad, BBMG

Archetypes in Branding book launch. Expert’s Corner Profile 2013

HOW Design Live Conference, San Francisco, CA
Co-presenter: Joshua Chen, Chen Design Associates

Archetypes in Branding Book Launch 2012

Eesti Disaini Keskus (Estonian Design Centre) Tallinn, Estonia