

MAUREEN COSTELLO

PRINCIPAL CONSULTANT & EXECUTIVE LEADER – STRATEGY | EXPERIENCE | BEHAVIOR

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IMPACTFUL | VISIONARY | ENGAGING | HUMAN-CENTERED | TRANSFORMATIVE

→ **SENIOR CONSULTANT AND EXECUTIVE LEADER**—bridging data, human-centered insights, behavioral change drivers, and imagination to mobilize brand, business, leadership and team growth; innovate disruptive products and services; and ignite project potential for unimaginable gains. Applauded ability to navigate complexity—serving as a value-added resource across the operation and client relationships, building visions for the future, and championing creative approaches to modern challenges.

→ **PERCEIVES OPPORTUNITY WHERE OTHERS DO NOT**—catapults projects and engagements forward with an eye for what's possible and a deep sense of the overall mission and vision. Capitalizing on a wide breadth of experience—successfully founded and built up a consultancy to reach \$4.7M in annual revenue, navigated complex engagements with market leaders, and built/led best-in-class teams able to thrill the client.

→ **FOSTERS AN IMAGINATIVE AND DISRUPTIVE APPROACH**—translates and transforms insights into meaningful intelligence to be leveraged throughout business and for each project. A tenured subject matter expert on client engagements, program management, and rock-star team building.

CORE STRENGTHS & COMPETENCIES

Customer/User Experience
Design Thinking
Business Transformation
Behavior Research & Strategy
Brand Building & Planning

Leadership & Team Building
Product & Service Development
Operational Strategy
Capability Development
Program Management

Quantitative/Qualitative Research
Influential Decision-Making
P&L/Budget Management
Executive Vision Creation
Client & Partner Engagement

PROFESSIONAL CAREER

PRINCIPAL – STRATEGY, INSIGHTS, & BEHAVIOR | GREATER THAN ONE – NEW YORK, NY | 2017 – AUG 2020

Recruited into agency to drive gains across strategy and innovation for consulting projects within the global health, pharmaceutical, and biotech realm. Uncovered opportunities to lay the foundation for forward change—partnered cross-functionally to manage client engagements with a focused effort on optimal consumer experience and business growth.

- ✓ Envisioned and forged the development of a pilot blockchain product for funding—enabling secure organization and storage of ownable/shareable health records—for patients to create a single source of truth for their medical data.
- ✓ Led qualitative and quantitative research, created business case, and co-authored rationale for a first-ever FDA 510K submission for an OTC genetic test for a rare form of common disease—architected the strategy and service blueprint that visualized the relationships between service components (people, physical/digital touchpoints, and processes).
- ✓ Partnered with executive team at a global biotech on an enterprise-level road to commercialization strategy—supported the launch of first-in-class RNAi therapeutics founded on 2006 Nobel Prize-winning research.

Clients: Grifols | Foamix | Seattle Genetics | Obagi | Celgene | Merck | AcelRx | Alnylam | Honeycomb Health

FOUNDER, CEO, & PRINCIPAL STRATEGY CONSULTANT | ADJACENT TO ONE – NEW YORK, NY | 2013 – 2016

Founded this product design and technology consultancy on the theory of the adjacent possible—built a next-level team to generate what's next, exploring ideas adjacent to ones that are already out there, and imagining the possibilities in-between and beyond. Owned full spectrum of end-to-end operations with oversight of financial, operations, and human resources functions.

- ✓ Selected partner agency to scale operations quickly, building up the business model and P&L from the ground up—hired a team of 14 producers, designers, and technologists for a wide range of clients in highly regulated verticals.
- ✓ Transitioned 2 major Hot Studio clients (post-acquisition of the firm) and drove business to \$4.7M in annual revenues.
- ✓ Designed and launched the first SaaS suite of products for a \$5.4B software client—securing anywhere/anytime access.
- ✓ Delivered a global product focused on education to end violent extremism with the US State Department and the UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development—supported the United Nation's 2030 Agenda for Sustainable Development Goals through technology, data, and community.

- ✓ Partnered with IBM Watson to devise a hospital patient education and behavioral change support platform for diabetes patients— led a 9-month pilot that demonstrated 100% patient adherence and satisfaction.

Clients: Option Care | US State Department | Novant Health | Truven Health Analytics | CA Technologies | Ancile

EXECUTIVE DIRECTOR – PROGRAM EXPERIENCE STRATEGY | HOT STUDIO – NEW YORK, NY | 2011 – 2013

Entered the business as a program experience strategy consultant for PopTech mobile product with partners PwC, the UN Global Pulse, Jana, and The New York Times R&D Lab—immediately tapped to advance to executive director of program experience strategy with ownership of all projects and teams in the New York office for a world-class team of 15. Strategically navigated complex business challenges, client engagements, and design initiatives to disrupt the market and innovate future-focused products and services.

- ✓ Positioned studio as an industry leader—applauded as a finalist for the Smithsonian’s Cooper-Hewitt, National Design Museum’s National Design Awards honoring excellence, innovation, and lasting achievement in American design.
- ✓ Key executive on the transition team through the Facebook acquisition—oversaw people management and client management for 5-month period focused on delivering projects, minimizing disruption, and negotiating new contracts.

Clients: CA Technologies | Ancile | uLive (Scripps) | TripAdvisor for Business | Liquidnet | WellMatch | Qology | Digital Green | Mitre | Facebook | JP Morgan | LexisNexis | Western Union | AAA | Aetna

EXECUTIVE PRODUCT CONSULTANT | C2 CREATIVE – NEW YORK, NY | 2009 – 2011

Brought in as an SME to run a large-scale multiyear strategic organizational, creative communication, and technology project for a major telecommunications giant.

- ✓ Hired and supervised a team of 15 producers, creatives, and technologists to support the successful rollout of 2 new Android devices, the apps and feature sets for the devices, and the training tools for the end consumer.

Client: T-Mobile

FOUNDER & PRINCIPAL CONSULTANT | LITTLE CANNONBALLS – NEW YORK, NY | 2009 – 2011

Envisioned and established a consultancy firm founded on the dynamic ability to connect with mid- to large-scale agencies to build the strategic foundation for future growth and scalability. Evaluated, created, piloted, and implemented business plans, processes, and governance tactics to help achieve long-term business, people, and growth objectives.

- ✓ Captured contracts with and supported major agencies in the New York market—positioning each with tools and resources necessary for growth and client acquisition.

Clients: BGB Group (bgbgroup.com) | Cline, Davis & Mann (cdmny.com)

GLOBAL IMPACT

GLOBAL LEADER & PROGRAM SUPERVISOR | LANDMARK WORLDWIDE – NEW YORK, NY | 2014 – PRESENT

Serve as a leader in a global program focused on cultivating, empowering, and growing next-generation individuals with a human-centric transformative approach to leadership in the world—~600 program participants in the world across 6 continents.

- ✓ Performance ranked in top 5% and 1 of 29 people overseeing the success of the programs globally.

EARLY CAREER EXPERIENCE

HEAD OF DIGITAL PRODUCTION | CCG METAMEDIA – NEW YORK, NY

HEAD OF DIGITAL EXPERIENCE & USER EXPERIENCE DESIGNER | FLAT – NEW YORK, NY

INFORMATION ARCHITECT | XCEED – NEW YORK, NY

EDUCATION

BACHELOR OF SCIENCE – COMMUNICATIONS | ITHACA COLLEGE

Major: Television-Radio | Minor: Advertising & PR

- Finalist, AAF National Student Advertising Competition
- 10-time NCAA All American Swimmer (NCAA Record in 50-yd. Backstroke)