

C. Todd Lombardo

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- CURRENT** **ADJUNCT PROFESSOR & WHARTON CONSULTING TEAM MENTOR**
IE Business School, Madrid, Spain *2/2010-Present*
Teaches two elective courses in the top-ranked International MBA program: *Presentation Design* and *Business Model Innovation*. Designed the course curriculum of both courses. Served as a project mentor for the 2011 Wharton Global Consulting Practicum partnership.
- FOUNDER AND CHANGE AGENT**
CATALYTIC, Boston, MA *12/2008-Present*
Navigates change using visual thinking and storytelling. Facilitates workshops, conducts research and creates marketing, strategy and internal communication programs for a variety of organizations including: hzi Institute, DesignIt, Emzingo Group, SimpleSolar, IE Business School, GC Wilson Co and Workbar.
- PRIOR** **VISUAL THINKING CONSULTANT**
XPLANE[Dachis Group, Portland, OR *3/2011-4/2012*
Explained complex things. Facilitated live or virtual workshop sessions to discover client needs, issues and information related to client's business goals and wove them into a story. Collaborated with designers to deliver static & interactive XPLANATIONS in various formats.
- MARKETING MANAGER, SENIOR PRODUCT MANAGER**
Agencourt Bioscience / Beckman Coulter, Beverly, MA *11/2005-4/2009*
Planned and executed all marketing campaigns. Facilitated sales training for \$34M portfolio of life science & diagnostic reagents. Launched over five innovative new products into the gene expression, genotyping and molecular diagnostics markets driving revenue to three year CAGR over 40%.
- PRODUCT MANAGER**
U.S. Genomics, Woburn, MA *11/2004-10/2005*
As an in-the-trenches innovator, conducted user research with industry thought leaders to refine and commercialize this startup's technology platform for market introduction. Managed the redesign of entire company website for improved user-experience, branding, and added e-Commerce capabilities.
- ASSOCIATE PRODUCT MANAGER**
Bio-Rad (formerly MJ Research), Waltham, MA *5/2003-10/2004*
Developed product requirements for new product offerings, managed OEM relationships and facilitated all sales trainings to ensure a solid product knowledge-base for supporting sales growth initiatives.
- GLOBAL PRODUCT MANAGER AND ENGINEERING POSITIONS**
PerkinElmer Life Sciences, Boston, MA *9/1999-5/2003*
Defined road maps, life cycle management, and pricing structures for portfolio. Reeled in one out-of-control product to save over \$500,000.
- SCIENTIST AND LAB ASSISTANT**
Abbott Labs (formerly Medisense, Inc.), Bedford, MA *9/1996-8/1998*

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| EDUCATION | SESSIONS COLLEGE OF DESIGN <i>Tempe, AZ — Professional Certificate: Marketing Design/Web Business</i> 8/2012 |
| | IE BUSINESS SCHOOL <i>Madrid, Spain — Masters of Business Administration</i> 5/2010 |
| | UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL OF BUSINESS <i>Philadelphia, PA — Global Consulting Practicum: Spain Wind & Rail</i> 5/2010 |
| | UNIVERSITY OF CONNECTICUT <i>Storrs, CT — Biomedical Engineering (Masters A.B.D.)</i> 9/1998-5/2001 |
| | MERRIMACK COLLEGE <i>North Andover, MA — Bachelor of Arts in Biology magna cum laude</i> 5/1997 |
| VOLUNTEER | FOUNDER AND EXECUTIVE DIRECTOR <i>TEDxSomerville, Somerville, MA</i> <i>Present</i> Planned, organized and executed a successful inaugural event in March 2012 to further the concept of <i>Ideas Worth Spreading</i> and showcase the innovation from Greater Somerville. Duties: Team leadership, speaker curation, website development and maintenance. Reviews at: http://tedxsomerville.org/media |
| | MENTORSHIP PROGRAM <i>Merrimack College Girard School of Business, N Andover, MA</i> <i>9/2008-Present</i> Mentors undergraduate business students on careers. |
| | DIRECTOR OF ONLINE COMMUNICATION <i>Foundation for African Leadership in Business, Madrid, Spain</i> <i>9/2011-Present</i> Maintains website and backend processes for team collaboration and communication. Assists with content curation for blog posting by ALB fellows. |
| | FOUNDER AND MANAGING DIRECTOR <i>TEDxMadrid, Madrid, Spain</i> <i>5/2009-10/2010</i> Acquired licenses, assembled team, and hosted two sell-out TEDx events in Spain. The second event held a reach of over 5.000 views via webstreaming further proliferating TED's goal of spreading ideas. Duties: Team organization, speaker curation, website management. |
| | FOUNDER AND ORGANIZER <i>ProductCamp Boston, Cambridge, MA</i> <i>11/2008-3/2011</i> Brought the 1 st ProductCamp to Boston by forming organizing team, securing sponsorships and executing the event. Also led session on presentation design. Duties: Team organization, sponsor management, website creation. |
| PATENTS | INVENTOR <i>United States Patent 6,485,918</i> <i>11/2002</i> Method and Apparatus for Incubation of a Liquid Reagent and Target Spots on a Microarray Substrate |
| LANGUAGES | ENGLISH <i>Native fluency</i> |
| | SPANISH <i>Advanced Intermediate Proficiency</i> |

