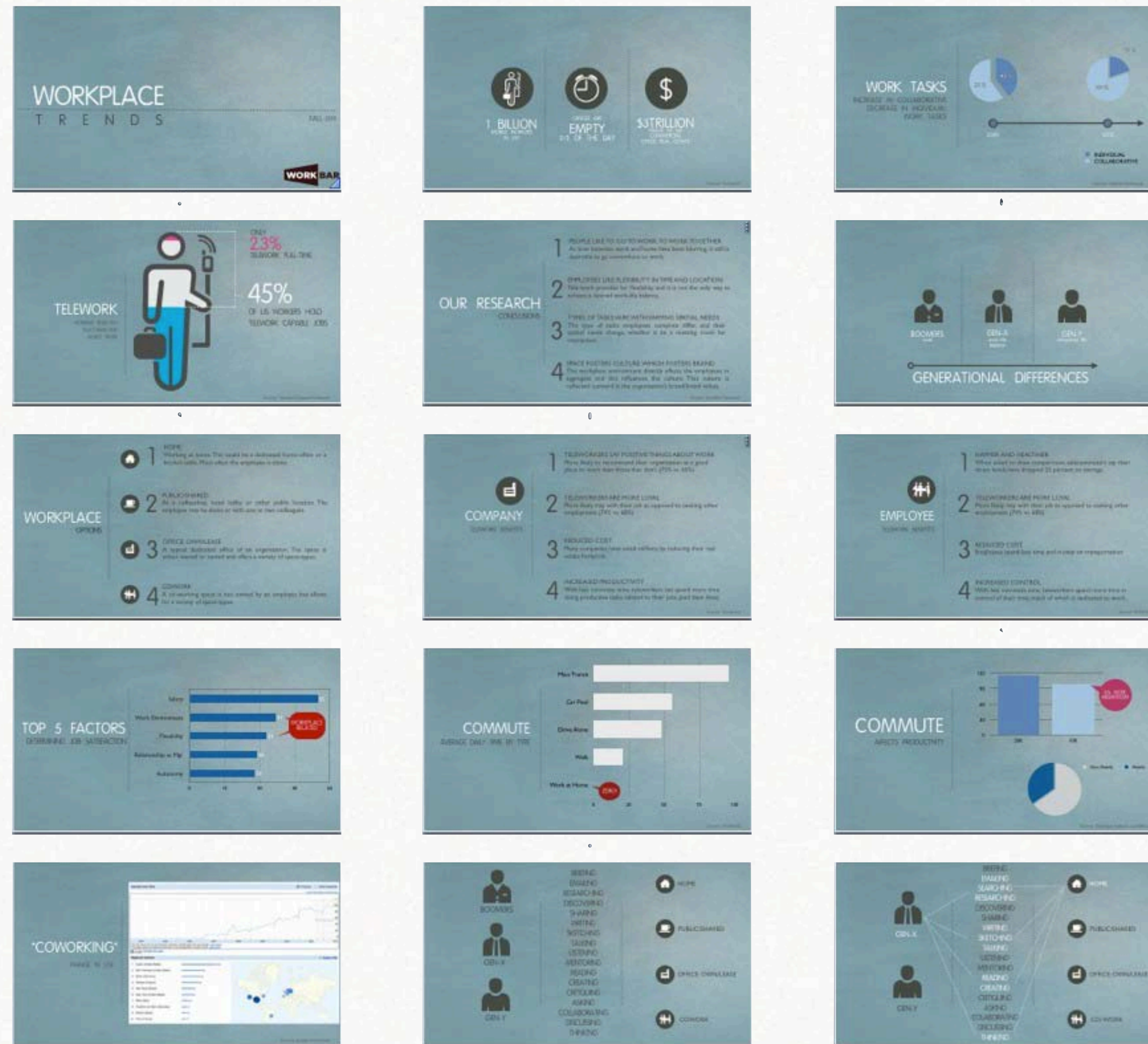


Hi.

A few projects
I've worked on...

C TODD LOMBARDO || @iamctodd | email@ctodd.com

WorkBar Boston - Primary Research on Workplace Attitudes



Description:

WorkBar was seeking to understand the attitudes of office workers who may work in locations other than their office.

Methods:

Primary research based on interviews and observations of people working in remote areas (primarily coffeeshops). The interviews were distilled to bring out insights of different persona.

Deliverables:

A presentation with both primary and secondary research geared towards enterprise clients.

Insights:

Discovered the common thread of avoiding distractions while performing certain work tasks, resulting in the need for a place to focus.

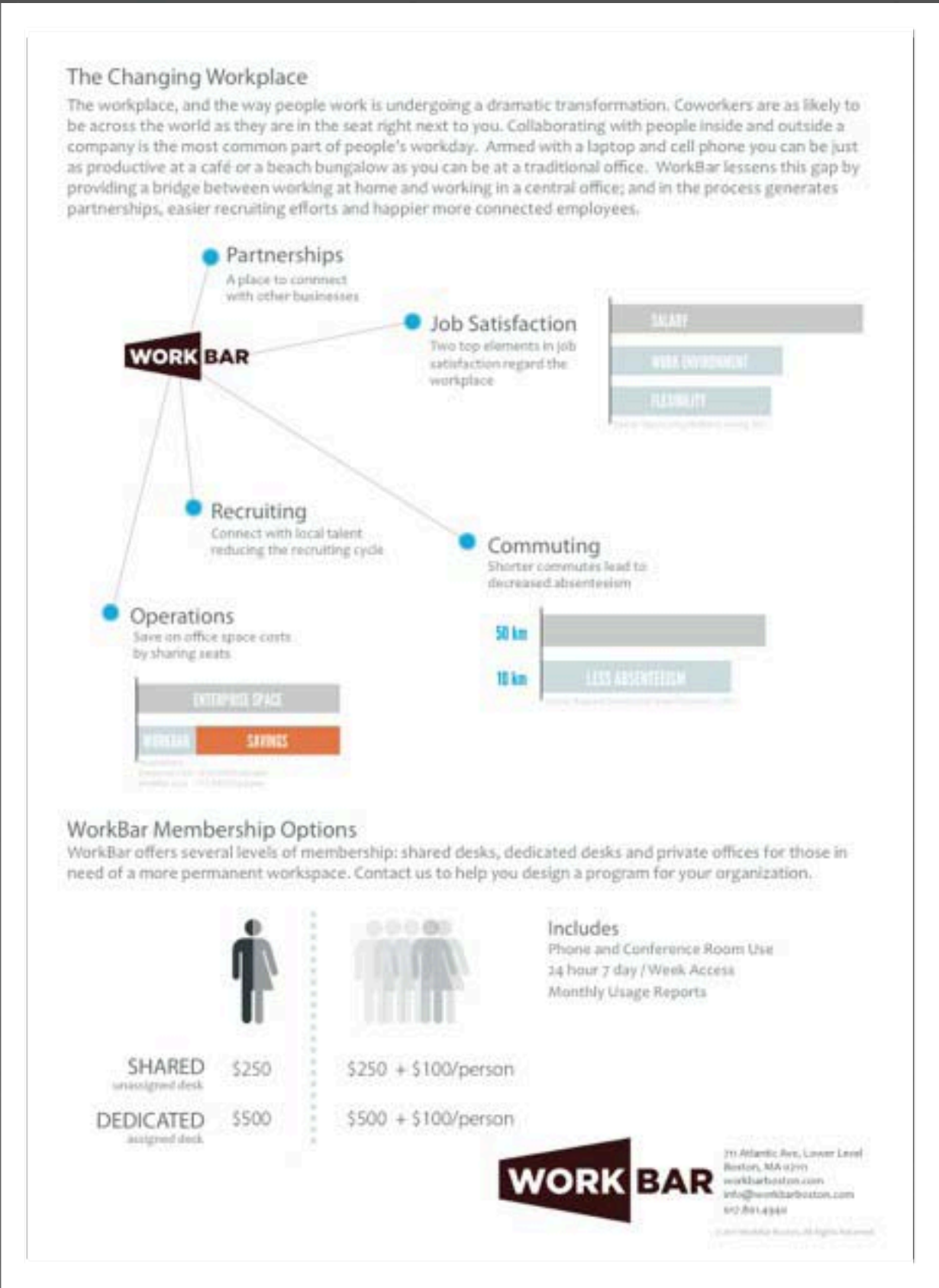
Impact:

With this research, WorkBar was able to target its offering towards enterprise organizations, where many other co-working facilities have not ventured. As a result, WorkBar has increased its membership over 20% and is expanding into new locations.

WorkBar Boston - Marketing Collateral



front



back

Description:
Marketing flyer for enterprise/corporate clients based on research showing the changing workplace and how WorkBar can offer a flexible workplace solution to their employees and partners.

Methods:
Based on insights from research project and design language from the enterprise presentation, a flyer was designed with appropriate information and data as a leave-behind for enterprise clients.

Change at a \$14B Autoparts Manufacturer



Description:

A large autoparts manufacturer needed change in their organization. The challenge to us was to help them change their procurement processes and they had no idea where to start. Given the size of the organization there are many moving parts. Initially, the endpoint was ambiguous and the room full of 27 stakeholders from across the globe did not believe the problems could be identified and scoped.

Methods:

Through a four-day session of workshops and interviews, challenge maps, empathy maps and other collaborative visual thinking techniques, valuable insights and actionable items were identified to initiate organizational change.

Impact:

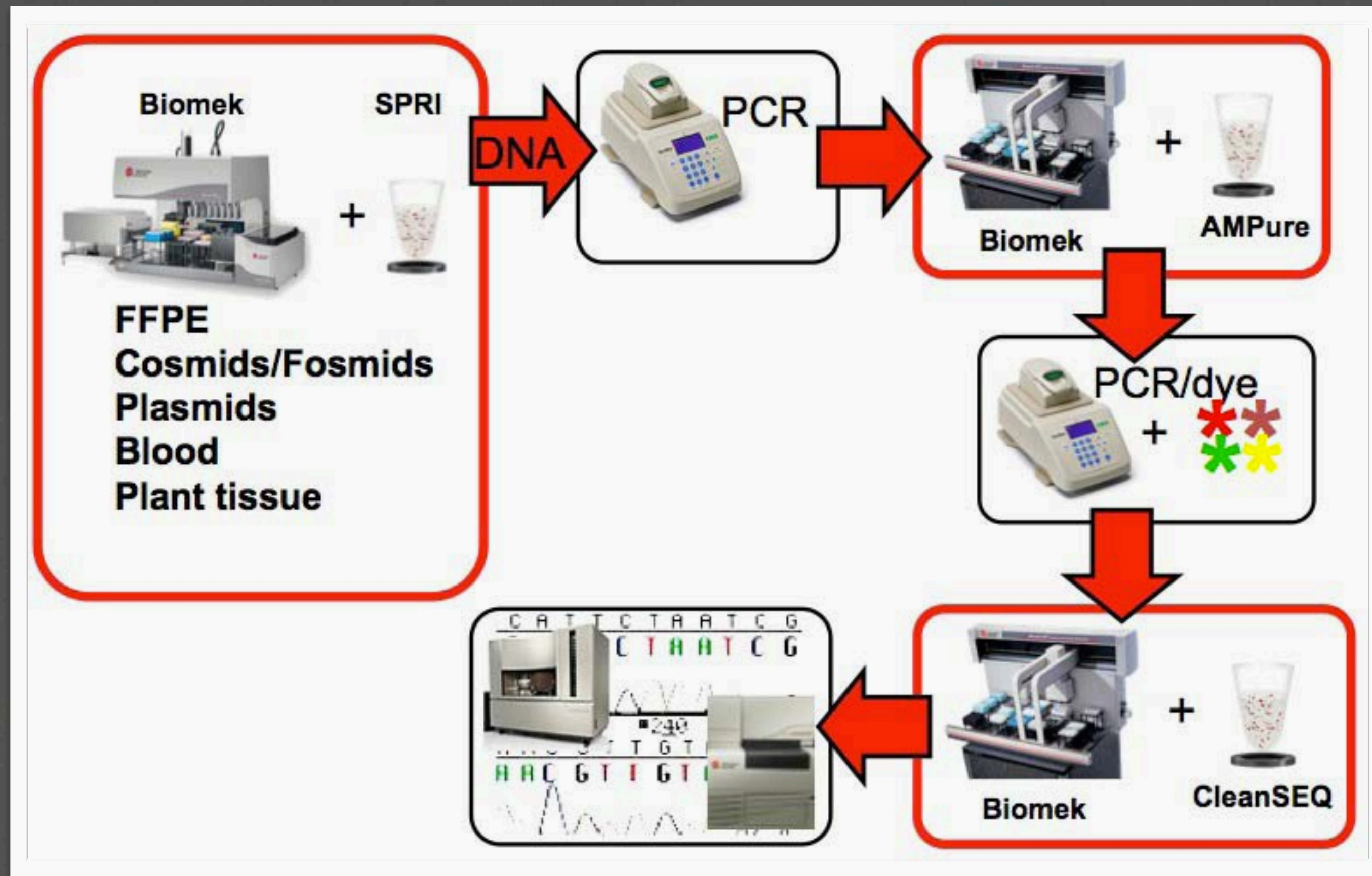
By the end of the session, the group had determined seven specific areas to attack. Each area identified stakeholders, potential roadblocks and first action steps.

In the client's words:

"This was the best workshop I have attended in my entire 37 year career."

- Client Project Sponsor

Business Model Innovation for a Product Portfolio



Description:

In 2005, Beckman Coulter's Agencourt business unit was looking to continue its growth now that it was being integrated with the larger Beckman Coulter organization. The primary customers for their product line were genomic sequencing labs. There are a number of steps in the Sanger-sequencing process and Agencourt products only fit into one small portion.

Methods:

By looking up and down the sequencing process, it was discovered costs could be shifted due to technological advances offered by the Agencourt product. After analyzing the competition, we re-thought how the product was sold to better match the customer's process and needs. Rather than seek a capital equipment budget, an offer that targeted operational savings successfully placed both robotic automation and a subscription of reagents into leading sequencing labs, neither of which competitors were able to offer.

Impact:

The product solution and business model innovation resulted in a 40% CAGR in revenue over three years for this product portfolio.

American Motorcycle Manufacturer - Messaging



Description:

This manufacturer is just that: a manufacturer, not a retailer. As the landscape of retail continues to rapidly change due to technology, social media and social networks. This company, while performing well in its niche, struggled to define a consistent message it could share with its 2000+ worldwide dealers. Since the dealers are closest to the customer, it was important to have clear messaging for continued success.

Methods:

A one-day workshop with a cross functional team at their headquarters using visual thinking, empathy maps, and challenge maps, which brought the team to consensus on the final messaging ultimately delivered at its dealer meeting.

Impact:

The message was broadcast at their 2012 Dealer Conference to an audience of over 2000 independent dealers

Client Quotes:

"This was the best dealer show ever in our history.."

TEDxSomerville



Description:

A one-day TEDx event with 350 attendees, 25 speakers, 5 musicians, 27 artists, and welcome remarks by the mayor.

Methods:

Built, lead and managed a core team of 9 members, curated 25 speakers and financed event with partnerships.

Impact:

The event pulled community members from many different sub-cultures for a mashup of ideas and discussions to rave reviews. Twitter reach was calculated to be over 4 million impressions.

Media Coverage:

[Experiential Marketing Done Right](#)

- *MarketingProfs.com*

[11 Ideas Worth Spreading from Somerville](#)

- *Boston.com*

[TEDxSomerville - A Rousing Success](#)

- *The Somerville News*

[The Densest Population in MA](#)

- *Bostinno.com*

[Shutterstory: Art at TEDxSomerville](#)

- *The WeeklyDig*

RedBox - Articulating the Value Proposition



Description:

RedBox needed to articulate its value proposition to two distinct partners types: Content Providers and Retailers.

Methods:

A visual thinking workshop was held onsite at RedBox with a number of Gamestorming and visualization techniques to articulate the value of the RedBox and its ecosystem to its different partners, each with distinct needs. The results were distilled into two 11x17" value proposition maps as well as a presentation RedBox could share with its partners.

Client Sampling



Your turn.

