

Elizabeth Wallace
(650) 930-6102
Austin, TX
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PROFESSIONAL EXPERIENCE

Research Analyst, Society and Technology Research Group, Mercedes-Benz Research and Development North America; Palo Alto, CA — 2008-2010

- Researched consumer behavior and industry trends.
- Performed quantitative and qualitative analysis to inform product development, marketing and brand strategy.
- Communicated analyses and recommendations through written reports and visual presentations.
- Designed and co-facilitated ideation and scenario planning workshops.
- Conducted market interviews to inform emerging technology and brand identity.
- Performed general project management duties.

Marketing Intern, CafePress; Foster City, CA — 2007-2008

- Worked with marketing team to develop promotional and marketing campaigns.
- Provided general administrative support.
- Maintained a database of campaign and sales trends.

Practice Associate, Global Business Network (a member of the Monitor consulting group); San Francisco, CA — 2005-2007

- Delivered scenario planning and innovation consulting services across various industries including government, healthcare, transportation, media, pharmaceutical, and education.
- Performed quantitative and qualitative research and communicated analyses through written reports and visual presentations.
- Designed and co-facilitated scenario planning and innovation ideation workshops.
- Networked with thought leaders across relevant industries.
- Led the creation of a new in-house innovation consulting business tool.
- Managed client relationships and communication.
- Performed general project management duties.

Investment Banking Intern, The Shemano Group; San Francisco, CA — 2004-2005

- Developed sales leads
- Created and maintained a client database.

SPECIAL SKILLS & COMPETENCIES

Visual Communication and Presentation

- Design-centric presentation and document creation using PowerPoint and Word.
- Completed “Presenting Data and Information” (taught by Edward Tufte).

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Futurist Research and Methodology

- Trend-watching and consumer behavior research
- Scenario planning and innovation consulting methodology
- Worked with well-known futurists such as Peter Schwartz and Eamonn Kelley

EDUCATION

Graduate Certificate in Interdisciplinary Computer Science (2005) — Mills College, CA
Bachelor of Arts in Psychology (2003) — Mills College, CA
Associate of Arts in Liberal Arts (2000) — De Anza Community College, CA

HONORS AND AWARDS

Magna Cum Laude — De Anza College
Honors in the Major — De Anza College, Mills College
Psychology Research Award — Mills College
Phi Theta Kappa
Deans List

RELEVANT COURSEWORK

Managerial Competencies and Team Effectiveness, Organizational Analysis and Management, Corporate Social Responsibility and Public Policy, Marketing Analysis and Decisions, Statistical Methods, Cultural Anthropology, Visual Anthropology, Anthropological Theory, Research Methods in Psychology, Cognitive Psychology, Social Psychology, Robots Persons and the Future, Human Computer Interaction.

ACADEMIC RESEARCH

Racial Stereotypes in Inter- and Intrasocial Relationships

Original research designed to assess racial sexual stereotypes assigned to individuals in inter and intra-racial relationships. I designed and implemented a human subjects experiment with 435 participants and 28 variables. Using SPSS, I then quantified and qualified the data into a report that was later published by Mills College.

Priming and the Turing Test

An original research experiment designed to assess the effect of priming on the validity of present day reproductions of the classic Turing test. I designed and implemented a human subjects research experiment using a chatterbot and a Likert-based response scale.

Experiencing Authority

I spent ten months in the police academy conducting observational research to inform my understanding of how authority might influence behavior, decision-making, and overall personality.