Ward Rushton

Management Consultant at [Credera](https://www.credera.com) with a passion for nanochemistry

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## Work Experience & Education

#### Work Experience

**Consultant, Management Consulting** @ [Credera](https://www.credera.com/) *(2020 - Present)*

Planned and implemented marketing technology (MarTech) and innovation solutions to accurately inform decision making, increase return on ad spend, and support corporate strategy

*MarTech*

* + Developed forward-looking data enrichment strategy for leading $6.8B+ annual revenue streaming service.
  + Authored customer data collection strategy whitepaper that outlined specific initiatives to prevent a projected >50% loss in advertising revenue after cookie-deprecation.
  + Designed standardized data vendor analysis framework to reduce ad-hoc vendor analysis, eliminating the costly process of testing solutions that do not add value to tech stack.
  + Designed architecture and led customer data platform implementation for a 150MM+ annual revenue clothing retailer to centralize all marketing decisioning and create a single customer view
  + Authored MarTech series which held the ‘Credera Insights’ featured view position for the plurality of 2021

*Structured Innovation*

* + Authored Disruptive Innovation series (see below) to help create a new service offering for clients

**Director of Research and Development** @ [Partikel Nano](https://partikelnano.com/) *(2020 - Present)*

Director of Research and Development

* Proposed viable solution of existing products that allows for nearly 50% reduction of active ingredient cost per unit while meeting or exceeding customer product specifications
* Coordinated testing and unified knowledge management across nanotechnology development research teams in both Canada and Germany in industry-leading surface coatings research
* Prioritized business feasibility of potential product uses to ensure additional research delivered high marginal value in each additional service offering
* Identified potential market sector and marketing channels for product release

**Assistant Service Dept. Manager** @ [Dallas Bike Works](https://www.dallasbikeworks.com/) *(2020)*

* Created COVID-19 store policy on social distancing and disinfection procedures while monitoring CDC recommendations to maintain staff record of zero infections.
* Created flexible workstations so that repairs during high-volume days could be triaged and significantly decrease customer wait time and churn for high-margin repairs.
* Maintained 100% positive online ratings across both Yelp and Google Reviews as a service tech.

**Automation Intern** @ [Vanderbilt High-Throughput Screening, Vanderbilt Insitute of Chemical Biology](https://medschool.vanderbilt.edu/vicb/) *(2018-2019)*

* Saved more than $150,000 repairing medical center equipment by researching generic alternative parts and maintenance techniques.
* Automated robotic equipment to allow for 24 hours per day utilization, tripling potential billable user hours.

#### Education

[Vanderbilt University](https://www.vanderbilt.edu/)

**BE in Chemical Engineering** with minors in Nanotechnology and Chemistry

* Led multidisciplinary team twice for the annual [TOM](https://tomglobal.org/about) hackathon. Assessed needs, created novel solutions, prototyped, and implemented a final product to enable differently-abled children to perform daily actions.
* Treasurer for semiannual Original Cast musical theater show. Budgeted, managed, and disbursed more than $30,000 annually for three years in concert with university administration and student organizations.

[St. Mark's School of Texas](https://www.smtexas.org/)

## Published Articles

**Structured Innovation**

* *Disruptive Innovation*
  + [The Power of Disruptive Innovation Part 1: Why Optimizing Your Current Business Won’t Save You When Disruption Comes](https://www.credera.com/insights/the-power-of-disruptive-innovation-part-1-why-optimizing-your-current-business-won't-save-you-when-disruption-comes)
  + [The Power of Disruptive Innovation Part 2: Defending Against Disruption Doesn’t Have to Be Hard](https://www.credera.com/insights/the-power-of-disruptive-innovation-part-2-defending-against-disruption-doesn't-have-to-be-hard)

**Marketing Technologies (MarTech)**

* *Third Party Cookie Deprecation*
  + [The End of Third-Party Cookies Part 1: A Road Map for a Cookie-less Digital World](https://www.credera.com/insights/the-end-of-third-party-cookies-a-road-map-for-a-cookie-less-digital-world)
  + [The End of Third-Party Cookies Part 2: Examining Deprecation’s Effect on the Overall Advertising Landscape](https://www.credera.com/insights/the-end-of-third-party-cookies-part-2-examining-deprecations-effect-on-the-overall-advertising-landscape)
  + [The End of Third-Party Cookies Part 3: Strengthening Post-Cookie Customer Ties](https://www.credera.com/insights/the-end-of-third-party-cookies-part-3-strengthening-post-cookie-customer-ties)
* *iOS Privacy Changes*
  + [The Disappearing User Part 1: IDFA's Impacts on Mobile MarTech](https://www.credera.com/insights/impacts-due-to-loss-of-idfa)
  + [The Disappearing User Part 2: IDFA’s Impacts to Campaign Planning and Optimization](https://www.credera.com/insights/the-disappearing-user-part-2-idfa-impacts-to-campaign-planning-and-optimization)
  + [The Disappearing User Part 3: Impacts to User Management](https://www.credera.com/insights/the-disappearing-user-part-3-impacts-to-user-management)

## About

Lorem ipsum dolor sit amet, consectetur et adipiscing elit. Praesent eleifend dignissim arcu, at eleifend sapien imperdiet ac. Aliquam erat volutpat. Praesent urna nisi, fringila lorem et vehicula lacinia quam. Integer sollicitudin mauris nec lorem luctus ultrices. Aliquam libero et malesuada fames ac ante ipsum primis in faucibus. Cras viverra ligula sit amet ex mollis mattis lorem ipsum dolor sit amet.

## Contact

Name

Email

Message

* [Twitter](#2et92p0)
* [Facebook](#2et92p0)
* [Instagram](#2et92p0)
* [GitHub](#2et92p0)

## Elements

### Text

This is **bold** and this is **strong**. This is *italic* and this is *emphasized*. This is superscript text and this is subscript text. This is underlined and this is code: for (;;) { ... }. Finally, [this is a link](#2et92p0).

## Heading Level 2

### Heading Level 3

#### Heading Level 4

##### Heading Level 5

###### Heading Level 6

#### Blockquote

Fringilla nisl. Donec accumsan interdum nisi, quis tincidunt felis sagittis eget tempus euismod. Vestibulum ante ipsum primis in faucibus vestibulum. Blandit adipiscing eu felis iaculis volutpat ac adipiscing accumsan faucibus. Vestibulum ante ipsum primis in faucibus lorem ipsum dolor sit amet nullam adipiscing eu felis.

#### Preformatted

i = 0;  
  
while (!deck.isInOrder()) {  
 print 'Iteration ' + i;  
 deck.shuffle();  
 i++;  
}  
  
print 'It took ' + i + ' iterations to sort the deck.';

### Lists

#### Unordered

* Dolor pulvinar etiam.
* Sagittis adipiscing.
* Felis enim feugiat.

#### Alternate

* Dolor pulvinar etiam.
* Sagittis adipiscing.
* Felis enim feugiat.

#### Ordered

1. Dolor pulvinar etiam.
2. Etiam vel felis viverra.
3. Felis enim feugiat.
4. Dolor pulvinar etiam.
5. Etiam vel felis lorem.
6. Felis enim et feugiat.

#### Icons

* [Twitter](#2et92p0)
* [Facebook](#2et92p0)
* [Instagram](#2et92p0)
* [Github](#2et92p0)

#### Actions

* [Default](#2et92p0)
* [Default](#2et92p0)
* [Default](#2et92p0)
* [Default](#2et92p0)

### Table

#### Default

| Name | Description | Price |
| --- | --- | --- |
| Item One | Ante turpis integer aliquet porttitor. | 29.99 |
| Item Two | Vis ac commodo adipiscing arcu aliquet. | 19.99 |
| Item Three | Morbi faucibus arcu accumsan lorem. | 29.99 |
| Item Four | Vitae integer tempus condimentum. | 19.99 |
| Item Five | Ante turpis integer aliquet porttitor. | 29.99 |
|  | | 100.00 |

#### Alternate

| Name | Description | Price |
| --- | --- | --- |
| Item One | Ante turpis integer aliquet porttitor. | 29.99 |
| Item Two | Vis ac commodo adipiscing arcu aliquet. | 19.99 |
| Item Three | Morbi faucibus arcu accumsan lorem. | 29.99 |
| Item Four | Vitae integer tempus condimentum. | 19.99 |
| Item Five | Ante turpis integer aliquet porttitor. | 29.99 |
|  | | 100.00 |

### Buttons

* [Primary](#2et92p0)
* [Default](#2et92p0)
* [Default](#2et92p0)
* [Small](#2et92p0)
* [Icon](#2et92p0)
* [Icon](#2et92p0)
* Disabled
* Disabled

### Form

Name

Email

Category - Manufacturing Shipping Administration Human Resources

Low

High

Email me a copy

Not a robot

Message

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