**Ruben Ocampo**

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**EXPERIENCE**

**Founder** 10/2011 – Present

**Conic Group**

Lead a consulting firm with global experience that provides services in innovation, strategy, and performance improvement to organizations of multiple sizes across a variety of industries. Examples of our work include:

* Trained and coached cities globally in design methodology through programs offered by Bloomberg Philanthropies, including the 2017 Mayors Challenge and the Bloomberg Harvard City Leadership Initiative, a global executive education program for mayors and senior city leaders.
* Led the creation of a strategy and operating model for University of West London’s Westmont Enterprise Hub, which were used to launch this center in early 2018.
* Built clients’ in-house innovation capabilities through programs covering assessments of current capabilities, design and delivery of bespoke training, coaching in projects and org. design.
* Led the development and delivery of curriculum and learning experiences for several clients, including Discover Financial Services, Chicago Public Schools and Prudential Assurance.
* Co-chaired the first U.S. national conference of the Service Design Network.
* Facilitated long-term innovation strategy programs for a variety of clients, ranging from start-up founders to executive teams at major global corporations.

**Adjunct Faculty** 3/2012 – Present

**IIT Institute of Design** Chicago, IL

* Currently teach a course titled “Engaging Stakeholders in Innovation” at the IIT Institute of Design, a school that offers the largest full-time graduate design program in the U.S.

**Manager, Customer Experience Advisory** 2/2013 – 4/2014

**PwC (Price Waterhouse Coopers)** Chicago, IL

* Responsible for the design and management of Customer Experience projects, including strategy, market research, ideation, testing, and implementation for firms in the Financial Services sector.
* Contributed to the development of thought leadership articles in customer experience innovation.
* Managed a program to re-launch the digital experience offered by a major U.S. insurer.

**Senior Consultant, Innovation Practice Leader** 8/2008 – 09/2011

**Second Road** Sydney, Australia

* Led the creation of a “Strategy Lab” for a large infrastructure company, which yielded a portfolio of innovation opportunities across markets and sectors. Worked directly with a Division President to turn ideas into revenue-generating services that were prototyped and tested in the market.
* Partnered with the Managing Director and senior team of DuPont Australia to design innovative value propositions for the mining industry. Leveraging existing products and capabilities in new ways, the resulting portfolio yielded an estimated 10% to 20% organic revenue growth.
* Led a yearlong engagement to form a ‘customer experience design’ practice within one of the largest financial services firms in Australia. This engagement required training delivery in a variety of design methods, engagement of stakeholders across the organization, and management of projects to develop a pipeline and roadmap of concepts for testing and development.
* Designed and delivered training for several clients, including “Introduction to Design Thinking,”

“Qualitative user research” and “Focusing Questions for problem framing.”

**Design Manager, Worldwide Operations and Training** 1/2006 – 7/2008

**Design Consultant, Worldwide Operations and Training** 4/2002 – 12/2005

**McDonald’s Corporation** Oak Brook, IL

* Managed a global initiative to integrate technologies for training, communications and scheduling into restaurant operations. Oversaw the efforts of several vendors in the U.S. and partnered with McDonald’s training leaders in five countries during design, development, and implementation.
* Led the design of a training and operations improvement program based on insights from external benchmarking and market research in the company’s 9 largest global markets. The new solution significantly reduced the time required to train crew, eliminated the risks of using obsolete content, and reduced the labor hours required to manage restaurant training programs.
* Participated in the conceptual design of employee and customer experiences for the next generation of McDonald’s restaurants. This work was featured in Fast Company’s 2010 Master’s of Design issue.
* Led a team through the planning, design and development of global training systems, including an award-winning e-Learning program for restaurant employees.

**EDUCATION**

* MBA, Graduate School of Business, Loyola University Chicago, 2009

Areas of concentration: Operations Management and International Business

* Master's Degree in human-centered design, IIT Institute of Design, Chicago, 2001
* Bachelor’s Degree in Industrial Design, Universidad Javeriana, Bogota, Colombia, 1998

**CERTIFICATIONS AND CONTINUOUS EDUCATION**

* Leading with Equity, Allstate Foundation & Kellogg School of Management, 2021
* Service Design Master Trainer & Coach, Service Design Network, 2018 - 2021
* Certified Trainer in Design Methods, LUMA Institute, 2015 - 2020
* Competitive Strategy Program, Kellogg School of Management, 2010
* Human Performance Improvement Certificate, Association for Talent Development, 2004