

Lauren Pollak
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Innovation and Strategy

Jump Associates LLC, San Mateo and New York offices, 2002-present

Jump Associates specializes in discovering new opportunities for growth. Jump works with visionary business leaders to identify new markets, reinvent categories, and develop new sources of revenue. Clients include GE, General Mills, Harley-Davidson, HP, Nike, P&G, Target.

Product, Service, and Business Model Innovation

Led innovation projects in business-to-consumer and business-to-business space across multiple industries

Created new business models, market entry strategies, and concepts for new products and services

Managed team, created project plan, and led client collaboration

Developed expertise in methods for innovation, including: ethnographic interview techniques, cultural frame analysis, ideation, concept refinement, competitive analysis, and portfolio planning

Innovation Management

Helped clients prioritize innovation initiatives

Drafted five year plans for new businesses, including staffing, resource requirements, and portfolio roll-out

Advised clients on the implementation of new methods for innovation

Business Development

Expanded Jump's New York offices

Participated in innovation summit, executive consulting engagements, new business development meetings, internal strategy planning sessions

Taught internal training course to new employees. Material included ethnographic research, qualitative data analysis, consumer needs identification, framework development, product design, and strategy formulation

Teaching and Educational Outreach

Guest lecturer, George Washington University School of Business, Marketing Strategy, 2007

Guest lectured course on the intersection of business planning, design, and social science

Curriculum developer, Space Science Outreach and Research, 2002

Developed curriculum for space science enrichment education program for high school students

Coordinated acquisition of funds for program expansion, including PR and grant writing

Education

Stanford University, 2002

Bachelor of Science, Product Design

Minors: Physics, French Literature

Languages

Fluent in French, working knowledge of Spanish