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## JOAN GREGOR BIO

Joan is co-founder and president of The Design Academy, Inc., a multidisciplinary consulting group, dedicated to applying product design and creative knowledge to corporations and organizations through a "Power of Collective Thought" methodology she developed with her partner, Chuck Pelly.

As a design strategist and creative thinker with broad-based business background, she has a unique perspective on integrating the organic creative and development processes into tangible and feasible business and design solutions.

With a focus on leveraging the value of design, she has consulted with corporations, such as Bose, Magna International, BMW/Designworks, Lotosland China Workshop, Nokia and CVS Caremark. Her ability to stimulate intellectual and creative development through applied research in design has led to the development of ground breaking research on design management issues for design workshops and corporate assessment programs. Topics include Design Innovation Metrics, Managing Design and Creativity, Working with Design Consultants and Expanding Design Beyond the Corporate Walls.

Her work has included consumer/empathic research and trend studies; design assessment, management and integration; and 5 year business planning. She has a proven track record in launching and managing marketing departments for several companies, including the development and implementation of sales, PR and brand marketing programs. In addition she has developed and managed corporate accounts in the office furniture industry, including space design, audit and specification.

As an entrepreneur, she has practical experience in product development, including all elements of business start-up to market launch. It resulted in 5 patents for a retail product line.

Through her multinational clients and sense of adventure, she has travelled extensively contributing cultural insights and knowledge to her perspective on projects.

### **Areas of Specialization**

Design strategy, assessment and business planning/integration

Mentor: design management, strategic planning

Research: trends, design metrics, design research

Broad based business experience including marketing and sales

Facilitation/Project management

### **Education**

Northeastern University, postgraduate studies in Marketing

University of New Hampshire, BS Consumer Studies

Bentley College, AS Accounting

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