

*I help companies find breakthrough growth opportunities & create profitable new businesses.*

### Client & Industry Experience

Served Global Fortune 100 and Fortune 1000 companies, U.S., European, and Asia-based clients

Consumer experience: Packaged Food, Personal Care, Household Products, Appliances & Durables, Electronics, Apparel, Travel Services, Automotive

B2B experience: Industrial Products, Basic Materials, Financial Services

### Summary Project Experience

#### *Creating Innovation*

- Built breakthrough product pipelines
- Augmented profitability and growth of existing products
- Innovated customer experience and service models

#### *Sustaining Innovation*

- Redesigned innovation processes and organizations
- Designed and taught Executive Education courses
- Led mass-scale innovation transformations

### Other

Fitness Enthusiast

Have a motorcycle license: relic of extreme ethnographic research

Former actor and competitive dancer with an enduring love for the arts

For fun: Organic container gardening, canning food, sewing

## Lindsey Lyman

*Founder, Growth Studios*

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### Work History

McKinsey & Company 2003-2013

Analyst, Associate, Engagement Manager, Expert

- Leader of McKinsey's Global Innovation Service Line
- Ten years of project work in strategy, product development, consumer insights, and innovation
- Designed and led executive education and capability-building programs

### Education

The University of Chicago

Booth School of Business, MBA 2008

High Honors, highest GPA in Marketing

Teaching Assistant in Entrepreneurship

### Expertise

#### *Growth Strategy*

Identifying lucrative white space growth opportunities

#### *Insights*

Uncovering latent customer and consumer needs and understanding the motivators behind people's preferences & behaviors

#### *Innovation*

Creating novel solutions to solve problems and turning ideas into viable businesses

#### *Coaching & Facilitation*

Inspiring and aligning people behind opportunities and building lasting capabilities to innovate

# *Sample Project Experience*

## **European Consumer Goods Company**

Developed a 5-year innovation strategy, including 4 new-to-the-world growth platforms. Through extensive series of executive coaching and workshops, embedded new innovation capabilities to equip the leadership team to execute the plan.

## **Iconic Clothing Brand**

Through ethnographic research techniques, identified emotional and physical drivers behind preferences and switching behavior in jeans; translated insights into marketing and new product ideas to grow share of the brand.

## **Leading Global Electronics Company**

Transformed a technology-driven fast follower into a consumer-driven innovation leader: advised the CEO through comprehensive change-management, led 10 international executives through multiple cycles of innovation development, created 3 breakthrough concepts that opened new categories for the business.

## **European Basic Materials Producer**

Created an innovation-led growth strategy; led ethnographic research across the value chain to identify supply chain, process, and product innovation opportunities to de-commoditize the business and drive profitable growth.

## **U.S. Packaged Foods Company**

Designed and implemented a new innovation and commercialization process, enabling the organization to increase mix of breakthrough innovation and hit aggressive targets of 15% of sales from innovation.

## **Leading Global Airline**

Developed 6 innovation platforms across all functions of the business. Created a loyalty strategy to dramatically increase customer lifetime value, based on novel insights derived from merging traditional data-driven analytics with ethnographic research techniques.

## **B2B Financial Services Company**

Through executive coaching and a series of workshops, helped develop a strategy for growing beyond their core business, and aligned the senior leadership team behind the vision.

## **Iconic Global Consumer Brand**

Developed a strategy to grow the brand beyond its existing industry, business model, and channels; identified \$1B (20% of revenue) in profitable new growth platforms over 5 years.

## **Consumer Products Company**

Streamlined R&D processes to capture \$20M in savings (25% of budget) to redeploy against breakthrough innovation, created an innovation strategy with 3 new growth platforms, trained a new corporate innovation group, and developed a pipeline of breakthrough concepts within each strategic platform.

## **Global Industrial HVAC Manufacturer**

Developed new and novel insights from customers and multiple stakeholders across the value chain, and translated these into a unique value proposition and growth strategy for the brand.

## **Global Packaged Foods Company**

Through a variety of observational and quantitative research techniques, created new insight into what benefits and features consumers value most, enabling product and packaging reformulations that enhanced consumer value while expanding profit margin.