

# Timothy Holley

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## Education

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- Stanford University**, Stanford, United States Sept 2010 – June 2011  
Master of Science, Management Science and Engineering. GPA 3.7 / 4.0  
*Concentration:* Organisation, Technology and Entrepreneurship
- Brunel University**, London, England Sept 2005 – July 2009  
Bachelor of Science (Hons), Industrial Design. First Class Honours. GPA 4.0 / 4.0  
*Coursework areas:* Sustainable Design and Strategy; Innovation Management; Electronics and Programming

## Work Experience

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- Strategic Marketing Consultant**, Stealth-Mode Startup. Palo Alto, United States. April 2011 – June 2011  
– Working with a small team of seasoned Silicon Valley entrepreneurs in the daily deals/coupon industry.  
– Creating merchant acquisition strategies, product pricing and sales approaches to inform fundraising pitches.
- Product Manager**, Onzo Ltd. London, England Nov 2009 – June 2010  
– Responsible for a \$3.5M, multiple partner project to deliver value-added services to the Smart Grid.  
– Created strategies to identify and prioritize clients with requirements that matched Onzo's product capabilities.  
– Implemented Dynamic Systems Development Methods (DSDM) on hardware and software projects.  
– Worked as part of an interdisciplinary team to assess global energy markets, quantify consumer requirements and deliver frameworks to evaluate potential return on investment of future R&D projects.
- Product Development Consultant**, Onzo Ltd. London, England Sept 2008 – Nov 2009  
– Developed and delivered a product concept to expand Onzo's energy management solutions to new a demographic.  
– Analysed life cycle assessments (LCA), market and user research to form a sustainable product strategy.  
– The concept will be featured in the MoMA's (New York) 'Talk to Me' exhibition from July until November 2011.
- Director**, Made in Brunel. London, England Sept 2008 – Aug 2008  
– Led a group of 50 students to deliver Brunel University's annual engineering and design degree exhibition.  
– Coordinated milestones and deadlines for teams to ensure delivery of tasks.  
– Responsible for a \$200,000 budget obtained from corporate partners.
- Design & Research Intern**, F/P Design. Munich, Germany March 2008 – July 2008  
– Created product development strategies and product designs for clients including Linde and Nurus.  
– Assisted in the analysis of clients' product portfolios and contributed to recommendations to reduce production costs, increase consistency across product ranges and develop brand recognition.
- Product Development Intern**, Proteus Design. Boston, United States Sept 2007 – Dec 2007  
– Worked with production engineers and designers to create product concepts and CAD models for manufacture.  
– Realised and tested prototypes to communicate concepts and functionality to clients.

## Projects

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- Tappem**, www.tappem.com  
– Developing an Android and iPhone app to give passengers of Stanford's bus network real-time updates about the status of buses.  
– Utilizing Near Field Communication (NFC) and location-based technologies to create a seamless user experience.

## Skills

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- Languages:** German (Fluent), French (Basic)  
**Computer:** Adobe Photoshop / Illustrator / InDesign / Flash, OmniPlan, HTML / CSS, MS Word / Excel / Powerpoint / Project

## Awards and Publications

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- Government of Bavaria MIS Foundation, stipend for graduate study. Focus on creativity and business Sept 2010  
Best Undergraduate Student from the Brunel University School of Engineering & Design, graduating class of 2009 July 2009  
*Book Co-Editor:* Thinking Out Loud: Designing for a Positive Future. London: Papadakis Publishers June 2009  
HSBC Award for Sustainability, awarded for a product concept developed for Onzo Ltd. June 2009  
*Paper Co-Author:* Influencing Interaction: Development of the Design with Intent Method. *Persuasive Technology* April 2009

## Interests

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- Skiing:** Certified Austrian ski instructor, Stanford Ski Team member, sponsored athlete, high school varsity Ski Team captain  
**Track and Field:** Brunel University Track and Field team member, high school varsity Track and Field team captain