

Timothy Holley

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Education

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

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

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

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

Awards and Publications

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

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