

# Ben Little

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Ethnographer with an MBA. I help companies solve interesting problems through a combination of strategy and service design. I lead teams focused on market-sensing research, new service development, and intellectual property. Recent projects span financial services, consumer products, heavy industries, and medical devices, primarily with Fortune Global 100 firms. Avid traveller; sometimes voluntarily.

## By Day

Professional experiences and the job on my business card.

Now

### VP, Design Strategy

*Hill Holliday*

*Boston / New York*

2018

Building a human-centered design practice within an advertising agency. Pioneered CX Report Cards, ethnographic field work for clients, and business design projects. Created cutting edge research protocols for service design testing in VR.

2017

### Senior Director, Innovation

*Sutherland Labs*

*London / San Francisco*

2016

Founding member of Sutherland Labs (employee #3), a boutique customer experience agency within a global services firm.

2015

Led the design thinking practice for *Sutherland Global Services*, launching training, client engagements, and internal practices leveraging human-centered design. Built the Design Strategy line of business to serve global clients with a marriage of technical innovation, design practices, and commercial strategy.

2014

### Consulting Manager

*ipCapital Group*

*Williston, Vermont*

2013

Strategy advisor to a global portfolio of Fortune 100 clients, focused on building innovation, NPD, and IP capabilities that tie together strategy, consumer insights, ideas, and technology.

2012

2011

### Ethnographer & Technical Officer

*Oxford Expedition to Northeast India*

*Arunachal Pradesh, India*

2010

2009

Ethnomusicological research in former Tibetan region.

2008

### Market-sensing and marketing

Led marketing team at a software and consulting company (*Sceris, Inc*), market-sensing and intelligence functions at a regional bank (*Slades Bank, now Rockland Trust*) and new market operations at another regional bank (*Eastern Bank*) all in Massachusetts.

2007

2006

2005

2004

## By Night

Education, part-time work, and projects outside of my day job.

### Senior Lecturer (2016-now)

*Massachusetts College of Art & Design*

*Boston, Massachusetts*

Designed and taught courses:

- Insight Lab (MDES 701)
- Design Innovation Lab (MDES 611, 603)
- Finance & Accounting (MDES 604)

Serving on the advisory board of MassArt's newly founded service design masters' program.

### Cofounder & Director (2013-now)

*Intellectual Resources & SQYRL*

*Boston, Massachusetts*

Member of a founding team that launched two service & technology startups. Intellectual Resources focuses on intellectual property strategy and is pursuing a crowd-based intelligence platform. SQYRL is developing technology for the concierge storage market and was a finalist in the 2014 MassChallenge.

### Lecturer (2012-2014)

*University of Vermont*

*Burlington, Vermont*

Designed and delivered post-graduate course Innovation Strategy & Management (BSAD395.) Guest lecturer on innovation and strategy in additional MBA courses and visiting EMBA program.

### M.B.A. (2008-2010)

*Oxford University, Saïd Business School*

*Oxford, UK*

Graduated with distinction (top 5% of class) Coursework focused in strategy and consumer insights.

### B.A., Ethnomusicology (2000-2004)

*College of William & Mary*

*Williamsburg, Virginia*

Monroe Scholar (top 10% of incoming class)

# Ben Little



The B-sides

## Speaking Engagements

Topics and venues that gave me a microphone.

### FoodEdge

*Boston Globe et al*

*Boston, MA*

2018 – “Design Thinking & Food Innovation”

### The Future of Work Summit

*Design Museum Foundation*

*Boston, MA*

2017 – “Using Journeys and Narratives to Design for Employee Experience”

### The Future of Operations Summit

*Horses for Sources*

*Chicago, IL*

2017 – Panel member: “Digital OneOffice Panel: Re-inventing Culture to break down the Barriers of the Past”

### ISPIM Forum

*International Society of Innovation Professionals*

*Boston, MA*

2016 – Panel chair: “Intellectual Property

2016 – “Building an innovation capability”

2018 – “Teaching Design Thinking at Scale”

### SCIP European Summit

*Strategic & Competitive Intelligence Professionals*

*Rome, Italy*

2013 – “Fast Second: Using Patent Data to Navigate Around Pioneer Advantage”

### PDMA Presentations

*Product Development & Management Association*

*Pittsburgh, PA*

2012 – “IP Strategy Development”

*Boston, MA*

2014 – “IP Strategy Development”

### Private Lecture Series

*Mitsubishi Heavy Industries*

*Tokyo, Japan*

2012 – “Open & Closed Strategy for New Product Development and Go To Market”

## Teaching Experience

Universities that gave me a podium or studio.

### Massachusetts College of Art & Design

*Graduate Classes*

Experience Design Lab

Finance & Accounting for Designers

Market Insights Lab

### University of Vermont

*Graduate Classes*

Innovation Strategy & Management

## Professional Associations

Groups that let me hang out with them

### Service Design Network (SDN) Boston

*Chapter Board of Directors*

2018 - Founding charter member along with representatives from Continuum and SDN Global trying to create a space to “talk shop” about service design and design strategy.

### Product Development & Management

*Association (PDMA) Boston*

*Chapter Board of Directors*

2013-2017 – VP of programming and advisory board member focused on the New Product Development community of Boston

### Oxford Business Alumni (OBA) Boston

*Founder & President*

2009-2017 – Starting with a first event of 10 people, I built this group to include more than 600 members and host events such as an Oxford Union Debate at the Boston Public Library, distinguished speaker series at the UK Consulate, and receptions for visiting Oxford business scholars in Boston.