

Cliff Hardle

Now that he's finishing the MBA he's on a mission to change mobility!!!

Experience in:

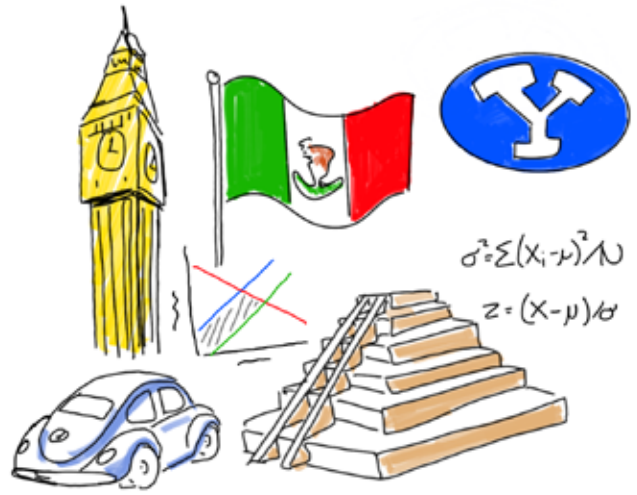
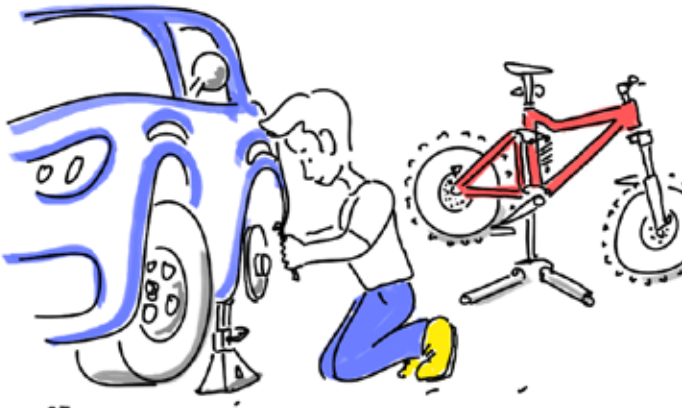
- Strategy
- Analytics
- Product Management
- Service Design

Human-Centered Design Certified

March 2019



Growing up **my love of things that move people** came from growing up in my dad's auto shop where I could repair and tinker with cars, bikes, motorcycles, and go karts. My goal was to be an industrial designer.



It was a **difficult decision**, but after living abroad and learning some languages I decided, as an undergraduate to study International Relations and Economics where I learned a global perspective and to do complex data analysis.

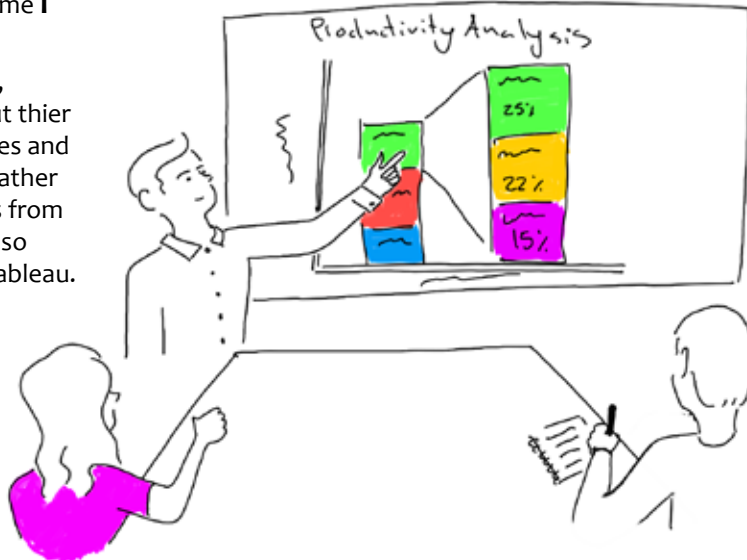
During school I **fed my passion for mobility** working at custom automotive and off-road racing shops where I helped design and build award winning vehicles.



After graduation I put my international education and economics skills to use working at the World Trade Center Utah where I helped Utah business enter foreign markets.

At The Bennion Group I **consulted a global clientele**, completing international market studies and business development projects.

At Vivint Smart Home I **expanded my analytical skills**, helping to build out their analytics capabilities and creating tools to gather actionable insights from large data sets. I also learned SQL and Tableau.



During this time I **stretched my design and entrepreneurial muscles** and developing and licensing the Know Minimal minimalist carbon fiber wallet. It was a success, getting \$230k of funding on Kickstarter. I wanted to learn more ways to apply design thinking to business.



I realized I still had a lot that I wanted to learn about business. I also realized that

I needed to find a way to merge my interests and skills

in design, strategy, analytics, and product development. That's when I decided to go back to school and get an MBA degree.



During school I've learned a lot. I took classes to **round out my skills** in experience design and product management. I also gained a global perspective from traveling to 9 different global countries where I've worked on projects, met with business leaders, and sampled the local cultures.

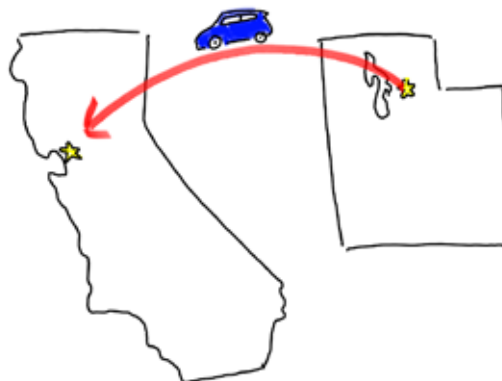


During my internship at Cummins I was **certified as a human-centered design practitioner** through LUMA Institute. I interviewed customers, managers, and other stakeholders and then used those insights with other HCD methods to prototype and develop a new service model.



Back at school, as a partner at Cougar Strategy Group, I consulted businesses on market entry strategies.

I'm also proud to have won BYU's social innovation case competition, helping to build the capabilities of entrepreneurs in Latin America.



Now that I'm wrapping up with school I'm excited to take what I've learned to **bring humanity and sustainability to mobility**. I'm excited to head out to the Bay Area to work with the world's best thinkers, tinkerers, and creators to build a better future for our human family.

What others are saying about Cliff...



Arturo Mijangos
Project Manager
Cummins Inc.

“During the time I’ve had to work with Cliff he has demonstrated a profound proficiency in leading and managing projects. In 12 weeks Cliff was able to define scope, schedule, and resources that has enabled Sans Souci, a community partner, to transform their organizational model. He was able to align different views and proposed solutions that exceeded expectations of the stakeholders. In his final presentation to United Way the president said: “This is the highlight of my week!”

I am delighted in how Cliff was able to take on a whole new methodology and perform at such high proficiency. Cliff is now a fully LUMA certified Human-Centered Design (HCD) practitioner. With this knowledge he was able to conduct over 30 interviews with different individuals. Many interviews were with a broad and diverse set of people, Cliff was always genuine and professional. He showed a deep sense of care for the individuals interviewed.”



Will Farnbach
Partner
Cougar Strategy Group

“Cliff is a car guy. I suspect it has something to do with his interest in complex systems, watching as the intricacies of a thousand moving parts work together to accomplish something great. But, more importantly, it is the affect it has on the driver. Whether it is a company, a process, or a product, Cliff never loses sight of the people these institutions were organized to help, and becomes the people’s fiercest advocate as decisions are made. This commitment pushes him beyond the bounds of conventional industry thought. making him a passionate innovator.”



Jason Blankenagel
Planning Manager
Living Smart Home

“There was a time Cliff had to put together some simple budget numbers for a project. He did everything he could to understand what the issue was and build something above and beyond what the simple request was. While it wasn’t all used in the moment, later down the line the work was used in some continuations of the project. Looking at not only what the literal request was but also why it was an important question allowed Cliff to look at other useful analyses and be prepared to add value to future discussion.

There were plenty of times Cliff was willing to listen to and help teammates, both with matters personal and professional. Cliff was always easy to talk to about matters both serious and fun. I know there were members of the team who really appreciated his thoughtfulness.”



Kent Potter
Managing Director
The Bennion Group

“I found two of Cliff’s greatest strengths to be:

An ability to work through to find solutions when the need was clear but directions were unclear. For example, in your work on the Vostok project, you often produced excellent acquisition research despite the lack of clear directions from the client (and sometimes from me!)

Cliff is good at shutting out distractions to get a job done. So often small consultancies drown in “fritter” – small, urgent projects that need to be handled, no matter what. Cliff managed to “keep calm and carry on” despite setbacks, background noise, and distracting “mini-projects” that had to be done along the way. The PTP project (push through packaging) was a good example of this. Cliff also worked hard on the pipeline research project – and succeeded in delivering a good report, despite the client’s insistence on impossible perfection.”