

CLIFTON HARDLE

(801) 755-4296 | cliftonhardle@gmail.com | www.linkedin.com/in/clifton-hardle

Emeryville, CA

Portfolio: www.cliftonhardle.com

CUSTOMER INSIGHTS SPECIALIST | EXPERIENCED ANALYST

Strategy – Product Management - Operations Innovation – Analytics

RECENT MBA GRADUATE and ASPIRING PRODUCT MANAGER adept at using design thinking and analytics to define strategy and growth opportunities to drive revenue, concepting new products and services, and bringing them to life through collaboration with multidisciplinary teams. **CERTIFIED HUMAN-CENTERED DESIGN (HCD) PRACTITIONER** who is passionate about innovation, performance improvement, and design and committed to creating exceptional experiences. **BACKGROUND** in consulting, analytics and market strategy, with history of designing and developing user-centric management products and processes. **LEVERAGE** analytical skills to deliver insights critical to fostering strategic business growth.

CORE COMPETENCIES

Business Strategy | Design Research | Concept Development/Ideation | Prototyping | Market Entry | Product Testing
Product Positioning | Business & Financial Modeling | Business Intelligence | Competitive Analysis
Project Management | Forecasting | Marketing | Data Analysis

Technical Skills: Tableau, SQL, MS Office (Word, Excel, PowerPoint), STATA, Fusion360

Multilingual – Fluent in English and Spanish with conversational abilities in Italian, Portuguese.

EDUCATION & CREDENTIALS

BRIGHAM YOUNG UNIVERSITY, Provo, UT

M.B.A., Product Management and Strategy (2019)

B.A., *International Relations*, Emphasis in Economics (2013)

PROFESSIONAL EXPERIENCE

Co-Founder/Product Manager, KNOW MINIMAL LLC, West Valley City, UT

Jul 2016 – Jul 2019

Creators of innovative minimalist wallets and lifestyle products (side hustle).

- [Created and user tested iterative prototypes](#) leading to final patented design of durable, carbon-fiber minimalist wallet which received \$230K in funding raised through Kickstarter campaign.
- Sold 10,000+ units by negotiating licensing agreement and collaborating with vendors to develop market strategy.

Customer Insights MBA Intern, CUMMINS INC., Columbus, IN

Jun – Aug 2018

Led Cummins' [first Human-Centered Design \(HCD\) community impact project](#) in consulting a non-profit retailer. Repositioned retailer to become an employee development organization, increasing their impact in the community. Created a case study showing the benefits of HCD to showcase Cummins' HCD certification program.

- Conducted ethnographic research and stakeholder interviews, synthesized recommendations to develop a customer-centric operating model. Model is currently being implemented, allowing our client to gain \$350k of funding to restructure from a thrift shop to an employee development organization.
- Planned and conducted three cross-functional ideation workshops with community partners to discover requirements, obtain buy-in, and develop various operational prototypes.
- Created ~25% more throughput by developing a streamlined and user-centered employee development program.
- Recognized for outstanding impact and offered full-time employment as a Product Manager of Electrical Components and Fuel Systems (declined opportunity due only to geographic limitations).

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PROFESSIONAL EXPERIENCE – CONTINUED

Senior Analyst, VIVINT SMART HOME, Provo, UT

Jul 2016 – Jul 2017

Created internal forecasts, management tools, incentive structures, dashboards and financial models for Vivint's field services organization, improving the efficiency of our 1,000+ field service technicians and 1.3 million customers.

- Drove 40% increase in technician on-time arrival by creating dashboard for visibility into technician productivity.
- Identified and corrected \$4M labor allocation discrepancy by improving data accuracy and restructuring reporting.
- Performed user testing and gathered cross-functional requirements to build an interactive performance report leading to ~\$300,000 cost savings.

Strategic Planning Analyst, VIVINT SMART HOME

Oct 2014 – Jul 2016

- Generated \$1M in labor savings and 10% improvement in sale-to-install rate by improving reporting and incentives.
- Saved an estimated \$5M in labor spending by creating eight management tools through user research and cross-functional requirements gathering.
- Saved \$250,000 by creating a demand and geography-based overtime management system.
- Impacted a 10% reduction of technician return visits by using statistical analysis to adjust expected on-site durations.
- Promoted to Senior Analyst.

Consultant, BENNION GROUP, Provo, UT

Aug 2013 – Oct 2014

Management consulting, executing competitive intelligence, market studies projects for international clients.

- Led Latin American market study of receipt printers, contributing to ~\$5M increase in client's profitability.
- Facilitated \$24M acquisition deal for Russian retailer by completing due diligence and financial and market analysis.
- Spearheaded outreach to foreign governments and potential partners to raise one year of funding for the Next Generation Nuclear Plant Alliance.

International Trade Advisor Intern, WORLD TRADE CENTER UTAH, Salt Lake City, UT

Apr 2013 – Aug 2013

Served businesses through product classification and market entry prioritization.

- Provided market entry research and recommendations to position three companies for \$4M in combined potential revenue.
- Facilitated international trade by preparing 16 companies for foreign trade missions to Peru and Brazil.

Fabricator/Designer, IRON HORSE RACING, Cottonwood Heights, UT

Jan 2011 – Aug 2013

Designed, prototyped, and built \$1.5M in custom award- and race-winning vehicles.

ACADEMIC ACHIEVEMENTS

- Completed MBA level courses in experience design, service design, and creative innovation strategies.
- **Placed 1st** of 18 teams in **BYU's 2019 Social Innovation Case Competition** by finding inexpensive ways for our sponsor to help Latin American entrepreneurs succeed.
- [Consulted Little Giant Ladders](#) to improve defect rate of manufacturing line by estimated 20%.
- Enhanced analytics capabilities of 40+ students by training MBA peers on Tableau software.
- Served as **Partner** in **Cougar Strategy Group**, a student-led strategy consulting group, creating Middle East market entry strategy for an oil and gas company.
- Published article in the BYU Political Review about the effects of micro-finance on women's welfare.